



**FPT UNIVERSITY HO CHI MINH CITY CAMPUS**

**Capstone Project Document**

**GRADUATION THESIS REPORT**

**“Khởi Vô Vị” - Unblocking creativity: Inspiring undergraduate students in Ho Chi Minh City to overcome Creative block in Art-related fields.**

The Unblockable Team	
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## **CHAPTER I. INTRODUCTION**

### **1. The Unblockable Team**

We are a group of students who struggle with creative block on a daily basis. However, we believe that there is always a different perspective to consider, and that creative block can be completely unblocked. Keeping this spirit alive from the beginning of the project until now, we call ourselves "The Unblockable Team."

### **2. “Khối Vô Vị” Project**

“Khối Vô Vị” is a media campaign to inspire and bring information around the topic of creative block. The campaign is aimed at young people who are studying or are very interested in creative and art-related careers in Ho Chi Minh City.

## **CHAPTER II. RESEARCH**

### **2.1 Terms Definition**

#### **2.1.1 Creative**

There are two key determinants of creativity that have been proven by many researchers since 1950. First, it must be something new, different, and innovative, or generally said as “originality”. But it is not sufficient, task-appropriateness was also agreed to be crucial in distinguishing highly original ideas (Diedrich, Benedek, Jauk, & Neubauer, 2015). Supporting this argument, Hennessey and Amabile (2010) defined creativity as a “novel product, idea, or problem solution that is of value to the individual and/or the larger social group”. Boden (2004), in that essence, believed creativity is novel, valuable, and surprising. In many proven historical studies, creativity, especially in the preparation and illumination phase, is related to problem construction, problem finding and problem-solving (Weisberg 2006, Merriam 2007), and even self-expression (Horan 2009). Merriam also pointed out that in well-documented cases of genius work like Edison, Mozart, Crick, and Watsons, which were works of considerable creativity at the highest order, it consolidated that creativity in their innovations, paintings, or music happened not as an insightful leap of genius view but an extent straight forward of previous work or different problem-solving situations.

Creativity is conceptualized under a 6Ps framework proposed by Rhodes (1961), which explains six important factors that have an impact on how creativity should be understood.

- Person: distinct traits and characteristics of each creative individual
- Product: the outcome or end result of a creative process
- Place/Pressure: refers to pressure itself or environmental influences on a creative individual or on a creative process
- Process: cognitive stages or phases of information inputs, either individual or societal ones.
- Persuasion: the way creativity is associated with ideas that are so good as to change what others think.

The statement by Merrotsy (2017) highlights that creativity is heavily influenced by the environment and society, as it relies on the existence of a symbolic system. Cultures are seen as interconnected systems of different domains. Csikszentmihalyi (1996, 1998, 1999) proposes that creativity exists in a virtual space where creative individuals interact with cultural domains or social fields. It only occurs when individuals introduce new and innovative changes to a specific domain, which are then socially accepted and adopted.

Elaborating further on the creative process, in 1926, Wallas concluded all proposed models have four main phases: *preparation, incubation, illumination, and verification*: The Geneplore Model of Finke, Ward, and Smith (1992) categorized them into two bigger interrelated phases. First, the generative phase (*preparation and incubation*) explains the process of formulating the pre-inventive ideas, which are generated convergently by knowledge retrieval, association, combination, transformation, analogical transfer, and even cognitive structures like feelings, hunches, sensations, imagination, and sounds. Second, in the exploratory phase (*illumination and verification*), those seeds of ideas are interpreted, evaluated, modified, and explored in depth with individual cognitive strategies, including conceptual interpretation, attribute finding, contextual shifting, hypothesis testing, functional inference, implications and assessment of limitations, in order to produce creative outcomes.

### **2.1.2. Block**

Rationally, as an umbrella term, “*block*” is mostly known as a large piece of hard material constructed in the shape of a square or rectangle. In another definition of design, it is interpreted as buildings or a land area defined by a grid of streets. In this paper, we refer to its psychological understanding. Referring to psychology, the APA defines a block as an obstacle-limiting mindset, which is a strong barrier that cannot be crossed. Furthermore, it can also be an abrupt, accidental interruption in the process of accessing creativity, motivation, or productivity and prevent people from performing tasks successfully.

### **2.1.3. Creative block**

*Creative block* has become a common notion among the community of artists during their creative process. It is a panicky and stressful phenomenon in which creative individuals cannot unfold their creativity and fall into fatigue with no idea or inspiration in their minds. Faced with creative blocks, artists can be associated with feelings of fear, frustration, self-doubt, and desperation. Creative blocks may either last for a short period of time or be even more enduring.

Gallay (2013) asserted that creative blocks can be explained by the theories of Lindsley in 1995 about the negative efficacy performance spiral that negative comments of past work may bring down the artists’ beliefs in their current and future abilities to make art and become demotivated to attempt to create new work. On the other hand, a creative block can arise from the overconfidence and complacency engendered by a positive spiral which can lead to inertia and decrease the artist's sensitivity to recognize new ideas and cause a postponement in the artist's creative process.

Although pausing shortly in the process may lead artists to feel destructive, it is natural and may not actually be called a creative block (Mikkelsen 2020). It easily happens in the incubation phase of the creative process. At some times, mental dullness happens, making them lose their focus and not focus on what they are doing. Hirst (1992) also mentioned that negative emotional states can hamper creativity and cause the artist to get “*stuck*”. Fatigue, being numbed; dissatisfaction and distraction could lead to

stuckness after working for a long time but producing unfruitful outcomes. It transforms the usual productivity into inertia and weariness that they cannot work through (Plotnik 2012). Mikkelsen concluded that the situation is not a true form of creative block but is a common “*stuck*” condition in the creative process that they can become familiar with and develop a way to get through or even enjoy.

But if this hard time turns out to be more serious when a creative person does not have faith that those pauses are the route to new ideas and productive work then increases anxiety, it will have a negative influence on their way of thinking to be more rigid and distance them from transforming information into original ideas. It is when a pause turns into a **true creative block**.

### 2.1.4 Creative Problem-solving Model (CPS MODEL)

Osborn’s CPS Model identifies four key guidelines for any idea-generating activity’s success: defer judgment, strive for quantity, freewheel, and look for a connection across ideas.

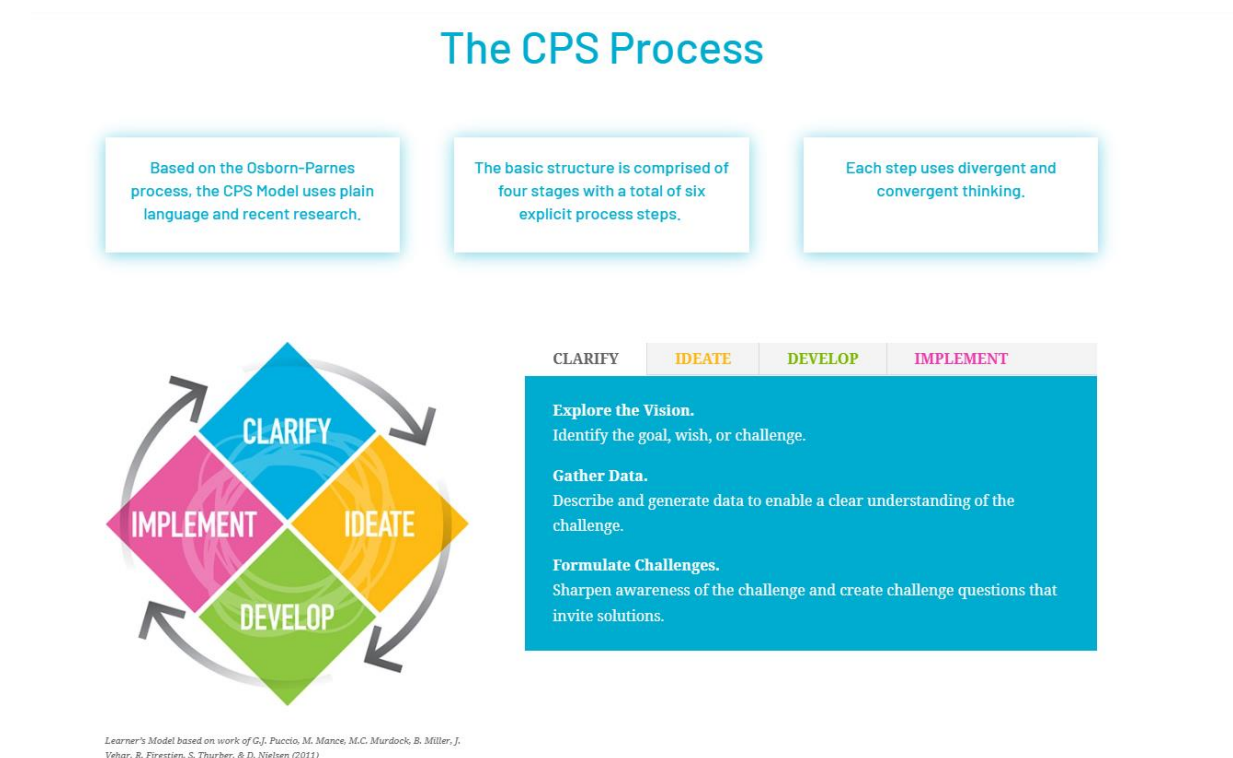


Figure 1: A learner's model, inspired by the contributions of G.J. Puccio, M. Mance, M.C. Murdock, B. Miller, J. Vehar, R. Firestien, S. Thurber, and D. Nielsen in 2011, emphasizes the process of learning through problem-solving, Creative Education Foundation

The Creative Problem Solving (CPS) method is an established approach to tackle problems and challenges by leveraging creativity and innovation. It enables individuals to redefine the issues they encounter, generate fresh and innovative ideas and solutions, and ultimately take decisive action.

If conducting an online search for "Creative Problem Solving," numerous interpretations and adaptations of the concept will be featured, all of which can be traced back to the pioneering work initiated by Alex Osborn in the 1940s and further nurtured at Buffalo State College and the Creative Education Foundation. The wide range of approaches and variations that have evolved over time is a testament to the enduring strength and influence of this idea.

The fundamental framework consists of four distinct stages:

#### **2.1.4.1 CLARIFY**

The first step in the creative problem-solving process is to explore the vision, which involves identifying the goal, wish, or challenge at hand. This is followed by gathering data, where efforts are made to describe and generate relevant information that helps develop a clear understanding of the challenge. Once the data is collected, the next step is to formulate challenges. This entails sharpening awareness of the challenge and creating specific questions that encourage the generation of solutions. By going through these steps, individuals can effectively navigate the problem-solving process and work towards finding innovative solutions.

#### **2.1.4.2. IDEATE**

After formulating the challenge questions, the next phase of the creative problem-solving process is to explore ideas. During this stage, individuals are encouraged to generate a wide range of ideas that directly address the challenge at hand. By brainstorming and exploring various possibilities, they can tap into their creativity and think outside the box. The goal is to generate as many ideas as possible without judgment or evaluation, fostering a free-flowing and open-minded approach. This process allows for the exploration of different perspectives, unconventional solutions,

and innovative approaches. Through this creative ideation phase, individuals can uncover unique and potentially groundbreaking ideas that have the potential to solve the challenge they are facing.

#### **2.1.4.3. DEVELOP**

Once the ideation phase is complete, the next step in the creative problem-solving process is to formulate solutions. During this phase, individuals shift their focus from generating ideas to evaluating, strengthening, and selecting the most promising solutions. It involves a thorough analysis and assessment of the generated ideas based on criteria such as feasibility, effectiveness, and alignment with the identified challenge. Through this evaluation process, individuals aim to identify the solutions that have the best "fit" with the given problem and its context. This may involve refining and improving the initial ideas, combining multiple ideas, or exploring new possibilities that emerge during the evaluation process. The goal is to arrive at a set of solutions that are both practical and innovative, capable of effectively addressing the identified challenge.

#### **2.1.4.4. IMPLEMENT**

After selecting the most viable solutions, the next step in the creative problem-solving process is to formulate a plan. This phase involves exploring the acceptance of the selected solution(s) and identifying the necessary resources and actions required for successful implementation. It is important to assess the feasibility of the chosen solution(s) and consider any potential barriers or challenges that may arise during implementation. This includes evaluating the support and resources available, such as financial resources, expertise, and time commitments. Additionally, developing a detailed action plan outlining the steps, timelines, and responsibilities is crucial to ensure a smooth and effective implementation process. By formulating a well-defined plan, individuals can pave the way for executing the selected solution(s) and maximizing the chances of achieving the desired outcomes.

## 2.2 Contextual analysis via PEST

To analyze the context, the PEST model will be applied.

### 2.2.1 Political

***Factor 1: The Vietnamese government is particularly interested in the development of cultural industries.***

The Vietnamese government has been actively encouraging the development of the creative industry, in line with Decision 1755/QĐ-TTg dated September 8, 2016. This decision, which approves the Strategy for the Development of Vietnam's Cultural Industries until 2020 with a Vision to 2030, outlines several key advantages for the flourishing of the creative industry. These advantages include the development of various sectors within the cultural industries, such as advertising, architecture, software, entertainment games, crafts, design, film, publishing, fashion, performing arts, fine arts, photography, exhibitions, television, and radio. By recognizing the importance of these sectors and their potential for growth, the government aims to create a conducive environment that fosters the expansion and success of the creative industry in Vietnam.

g) Phần đầu giá trị gia tăng của các ngành công nghiệp văn hóa, nhất là các ngành điện ảnh, nghệ thuật biểu diễn, du lịch văn hóa, mỹ thuật, nhiếp ảnh, triển lãm, quảng cáo đóng góp 7% GDP; mức tăng trưởng giá trị gia tăng hàng năm trung bình đạt 7%. Phần đầu có từ 01 đến 03 thành phố sáng tạo thuộc mạng lưới các thành phố sáng tạo UNESCO ở các lĩnh vực thiết kế, ẩm thực, thủ công và nghệ thuật dân gian, nghệ thuật truyền thông nghe nhìn, điện ảnh, văn học, âm nhạc.

*Figure 2: Regarding the approval of the Strategy for Cultural Development to 2030. chinhphu.vn*

***Factor 2: Many new policies were implemented, supporting the release of creative capacity and promoting the development of the cultural production industry.***

The Vietnamese government has implemented a range of policies and initiatives aimed at fostering the growth of the creative industry and supporting creators. These policies focus on raising awareness about the economic potential of the cultural industry, protecting intellectual property rights, providing financial support and incentives, and promoting collaboration between the creative sector and other industries. By creating a conducive environment for creativity and innovation, the

government aims to nurture talent, drive economic growth, and position Vietnam as a vibrant hub for the creative industry

### **2.2.2 Economic**

***Factor 1: There are encouraging signals that Vietnam's creative industry has potential to thrive.***

In the context of “The Image-Creation Ecosystem (AVGC) in Vietnam discussion in 2021, the Vietnamese creative industry is recognized by international experts as one of the most potential markets in SEA with the advantages of cultural diversity, rich heritage, burgeoning cities, and a young population ([Van 2022](#)). The creative arts and entertainment sector has been flourishing since 2013 and is forecast to keep increasing its revenue to 128.6 million USD in 2024 ([Statista 2021](#)). The overall media market is projected to grow 4% in the period 2023-2027 and reach a value of 67 billion USD in 2027. Regarding the creative service of advertising only, in 2023, Vietnam's ad investment reached 2,293 million USD (an increase of 63% compared to 2018). The increasing prominence of the creative industry showcases its transformative power in driving economic growth. The Vietnam General Statistics Office (2022) reported that the economic contribution of the communication, art, entertainment, and recreation sectors accounted for 4.17% of Vietnam's GDP.

### **2.2.3 Sociocultural Factors**

***Factor 1: Digital-led society encourages the interests of young people in the creative industry***

According to [the report of PWC](#) based on the [GSO report in 2021](#), Gen Z (1997–2012) will account for 30% of the Vietnam labor force and will have a tremendous influence on the Vietnam labor market. As reported by DecisionLab, This generation is directly influenced by social platforms when it comes to their career passions, as they have grown up in an era of rapid digital media development ([DecisionLab 2021](#)). In the same survey, they show less interest in pursuing careers in government, industrial, retail, and FMCG but nearly one-third of respondents show love for Entertainment & Media and Creative jobs. This rising interest can be explained by the strong appeal of TikTok in Vietnam to Gen Z (DecisionLab 2023) which makes it easier for them to create viral content and feeds them desire to make money from it.

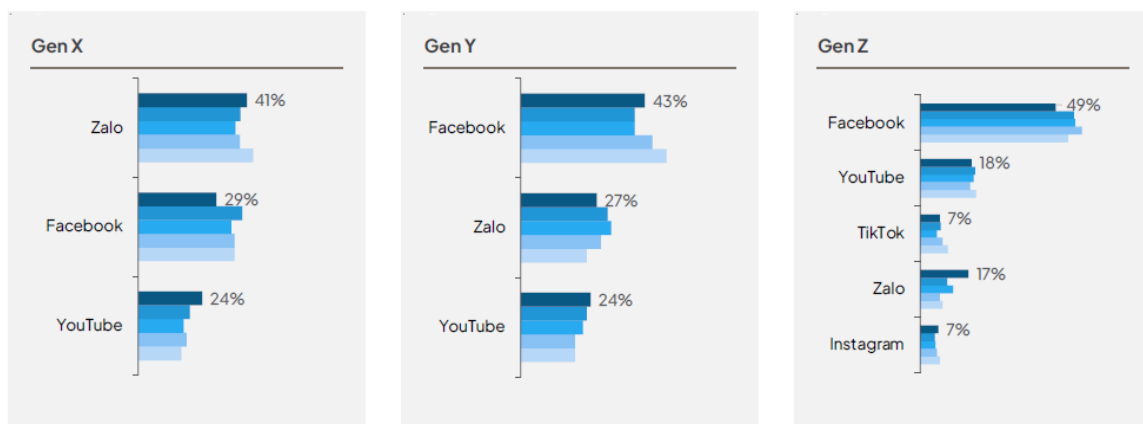


Figure 3: The strong connection between Gen Z and social media platforms, Decision Lab, 2023.

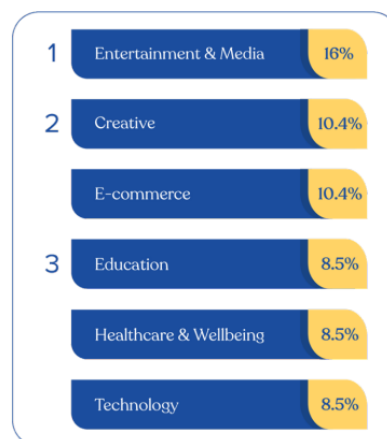


Figure 4: Young people in Vietnam increasingly prefer careers in the creative industry, Decision Lab, 2023.

**Factor 2: Vietnamese organizations are more oriented toward creative fields, with lots of events and programs to build up stronger creative communities in Vietnam.**

Realizing that young people have great potential and make important contributions to the development of society, organizations often provide grant training programs, and creative events, as well as create the right environment for young people to develop their talents. According to the Vietcetera article (2018), the British Council (BC) has been seriously concerned about the development of Vietnam's creative economy since 2014. Following on the Vietnam National Strategy for the Development of Cultural Industries to 2020, Vision 2030, which was ratified by the Prime Minister in September 2016, the BC initiated a body of research and data collection to form the

first online directory sharing profiles of businesses, social enterprises, and creative hubs from fourteen creative sectors in Vietnam (British Council n.d.). Since 2018, the Vietnam Festival of Creativity and Design (VFCD) has been established and annually organized by the collaboration between RMIT University Vietnam, UNESCO, VICAS, and COLAB Vietnam, with other business partners in the creative industries. The festival includes abundant activities like workshops, contests, exhibitions, cultural exploration tours, and talkshows,...to enable a hybrid fun and interactive platform for creative individuals and organizations to engage (RMIT 2022).

#### **2.2.4 Technology**

##### ***Factor 1: Innovative technological advancements in creative industries***

Since 2017, Takahashi and Hall identified the global technology trend was shifting towards immersive computing which has seen the wave of two spectrums virtual and augmented reality. According to the article, they have seen the strongest demand for these technologies come from the industries of the creative economy like live events, game design, video entertainment,...The VR technology is believed to be a game-changer as not only offers a new creative medium, and new art form but also provides layers of the authentic experience. Furthermore, virtual prototyping help shorten the timeline and save the cost of the conceptual production of creative activities. The implications of technology pave organizers' opportunity to bring creative showcases to the next level and reach beyond the offline participants by hosting events virtually eliminating the barriers of time and geography with higher accuracy design.

Supporting Daniela et al. report in 2022, projection mapping was considered as an innovative tool that transformed objects like small indoor objects, and stages into an animated world of arts. Despite gaining popularity among viewers, the implementation of this technique demands significant efforts from multimedia designers, engineers, and other qualified professionals involved in the process. This effect is obtained by using specialized software where a two-dimensional or spatial object is mapped in a virtual program replicating the real environment. The chosen graphic and/or animation are then projected onto this virtual object or surface (Maniello, 2018). Like augmented reality (AR), projection mapping is a technique that is used to transform irregular shapes into projection display surfaces for various animations, videos, or interactive installations. The process involves mapping the object, defining its edges, and creating

distinct areas for displaying various elements using specialized tools. These active planes serve as the canvas for projecting images, videos, or animations onto the object's surface as densely as possible. Both artists and advertisers utilize this technique to enhance static objects by introducing extra dimensions, optical illusions, and movement, thereby generating supplementary visual effects.

After the big impacts of post-pandemic with several restrictions, now with this tool, artists can perform in a new way to attract large-scale audiences and establish unique viewer experiences with impressive interactions. Especially, projection mapping installations were surveyed among creative people and proven to help event organizers attract and entertain people, making the gathering more powerful and creating unforgettable moments.

## 2.3 In-depth Research

As mentioned previously, creative blocks are common problems in the creative field. Hence, we considered our research problem to be examining the level of creative block's impact on our Vietnamese creative community. "Psychological factors," "physical factors," "Environmental and Social factors", "Personality and cognitive factors", and "Motivation and creativity factors" (Gallay, 2013) are the variables in this research that are investigated to identify causes of creative blocks among Vietnamese creative communities.

### 2.3.1 Research Design

	Objective 1	Objective 2	Objective 3
<b>Research Objective</b>	To learn the background information on the popularity of "creative blocks" among the Vietnamese creative community (definition, frequency, timing, cause, and effect) and evaluate their demand for solving	To identify and understand the major causes of creative blocks that the Vietnamese community is mainly impacted by.	To explore and compare ways that famous artists and infamous artists/creative people used to overcome creative blocks

	creative blocks		
<b>Nature of the research</b>	Descriptive research	Exploratory research	Descriptive and exploratory research
<b>Data source</b>	Primary Data	Primary data	Primary and secondary data
<b>Types of data</b>	Quantitative data	Qualitative data	Quantitative and Qualitative data
<b>Data collecting method</b>	Online Survey	Focus group interviews and Online survey	Secondary research and in-depth interview

### 2.3.2 Survey flow



Figure 5: Survey flow derived from The Unblockable Team, 2023.

## 2.4 Research Analysis and Findings

### 2.4.1 Objective 1

We have conducted initial primary scans, using survey forms and focus groups among 322 people who currently work in the creative field, to see whether they are aware of the creative block and have a desire to overcome it. Our survey shows that over 95% of surveyed creative people face the problem of “Creative Block” when they work on their creative projects (Figure 6). Creative block caused them multiple barriers in terms of negative emotions, self-doubt, demotivation, and even overthinking that seriously prevented them from completing their creative job successfully (Figure 7). Notably, up to 82% of surveyed people emphasized their

serious concerns about determining ways to overcome their hard times with creative blocks (Figure 8).

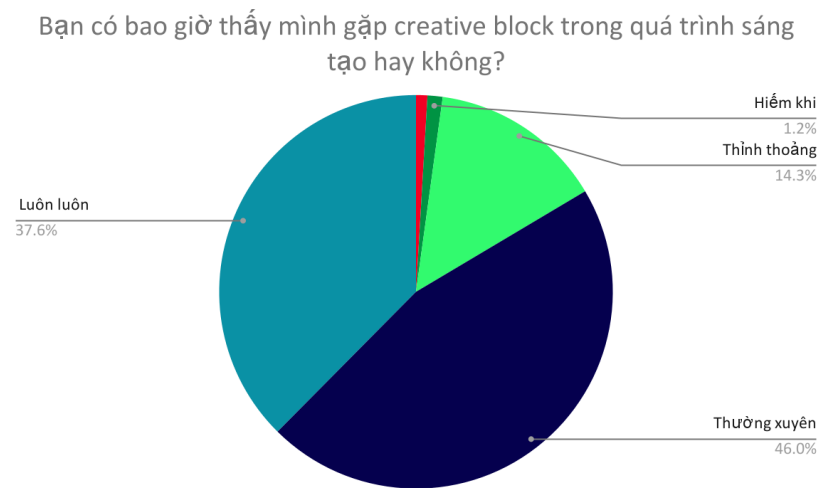


Figure 6: Respondents' answers on the frequency of facing creative block, by The Unblockable Team, 2023.

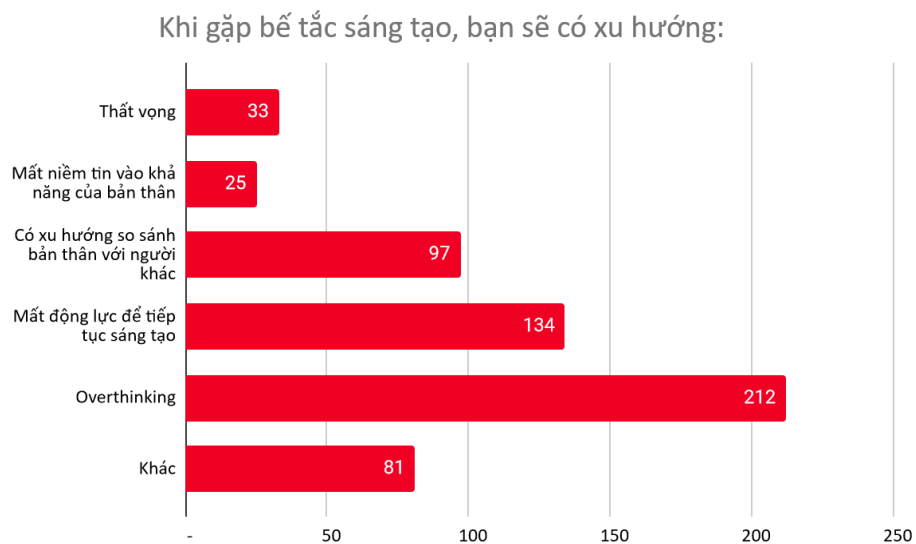


Figure 7: Respondents' answers on their feelings when facing creative block, by The Unblockable Team, 2023.

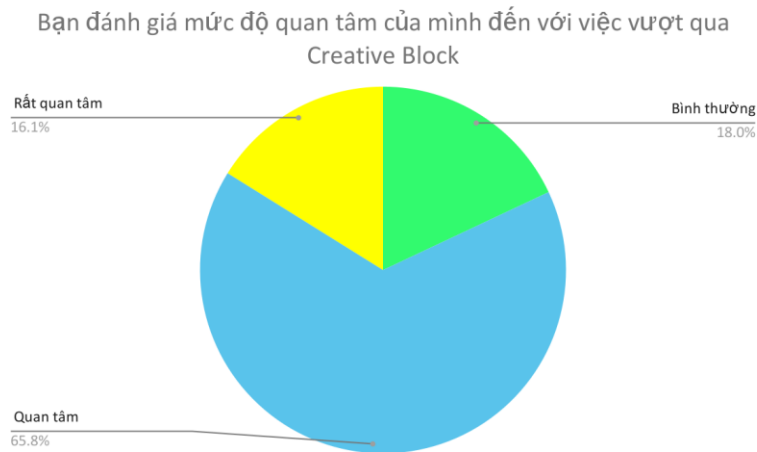


Figure 8: Respondents' answers on their level of concern with overcoming creative block, by The Unblockable Team, 2023.

There are many ways to deal with this situation, and the most favorable solutions that the majority of Vietnamese creative people usually use to get themselves out of their blocks are taking a rest (223 answers), experiencing something new (54%), or finding new inspiration from many sources (58%) (Figure 9). Some of them also explore available resources to solve creative blocks on the internet (Figure 10), although they do not fully trust online sources. As a result, in real-life applications, these solutions do not appear to be so effective when more than 80% of respondents are concerned that they did not satisfy them or are still wondering if it actually turned out well (Figure 11).

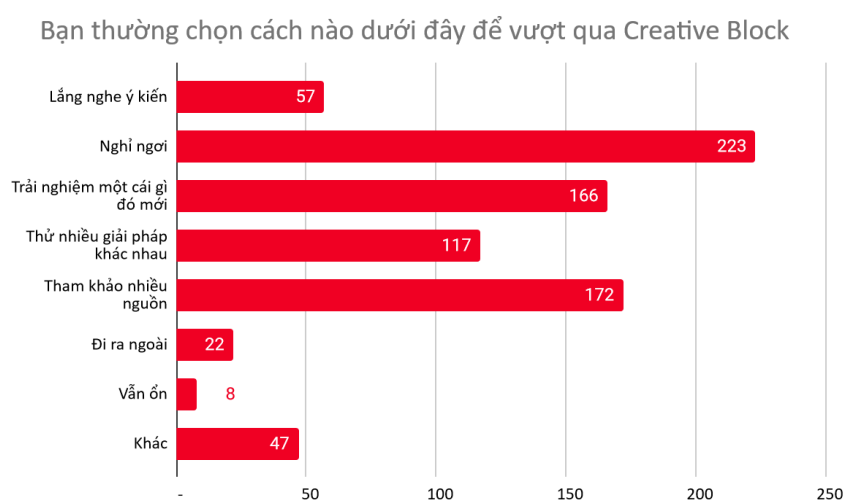


Figure 9: Respondents' answers on what they would do when facing creative block, by The Unblockable Team, 2023.

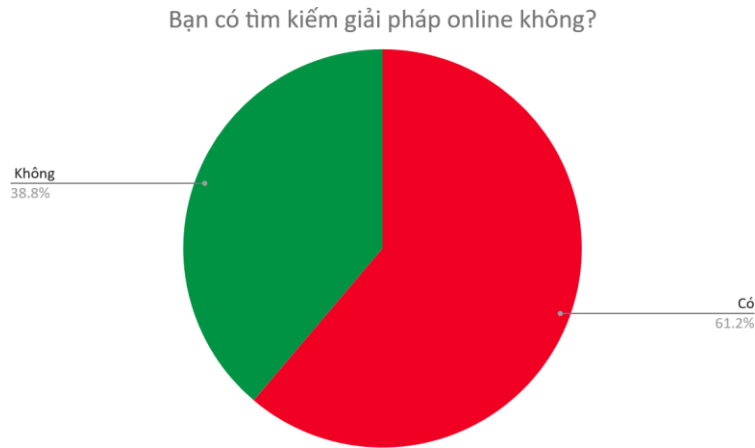


Figure 10: Respondents' answers on whether they would find solutions online or not when facing creative block, by The Unblockable Team, 2023.

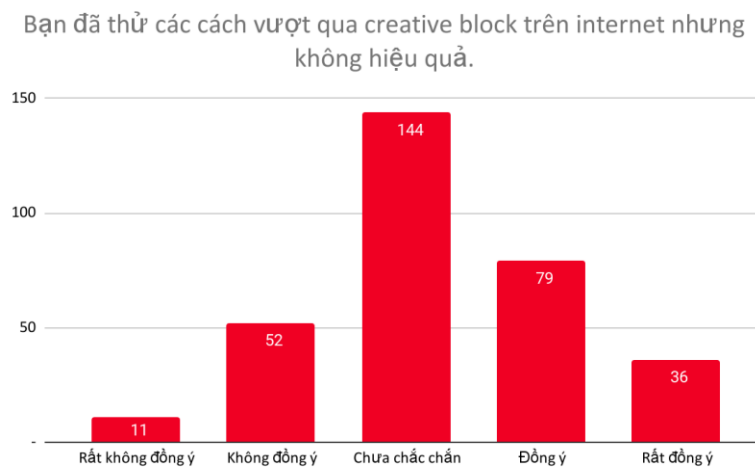


Figure 11: Respondents' answers on the effectiveness of creative block-overcoming online solution, by The Unblockable Team, 2023.

### 2.4.2 Objective 2

Thanks to Gallay's book (2013) introduced research by Crosson in 1982, there were five main factors that impacted the most on artists' creative blocks which were "external pressures", "emotional problems", "lack of discipline", "physical problems", and "Exhaustion during the creative process," which includes Self-criticism, self-doubt, and perfectionism. In the same book, Gallay (2013) concluded that mood, personality, and motivation had an entwined relationship, significantly influencing the creative process. Thus, to understand the major causes of Vietnamese artists' blocks, we conducted our survey and interviews based on these factors.

Category
External pressures
Emotional problems
Physical problems
Discipline
Exhaustion during creative process   Self-criticism - Perfectionism - Self-doubt
Motivation and resources

First, 87% of artists believed that psychological factors or emotional problems significantly interfered with their ability to create artwork (Figure 12). Sometimes, when facing emotional distress, they easily fall into depression and anxiety. Above all, they find the most trouble with fatigue, stress, fear of failure, and criticism when mentioning psychological problems (Figure 13).

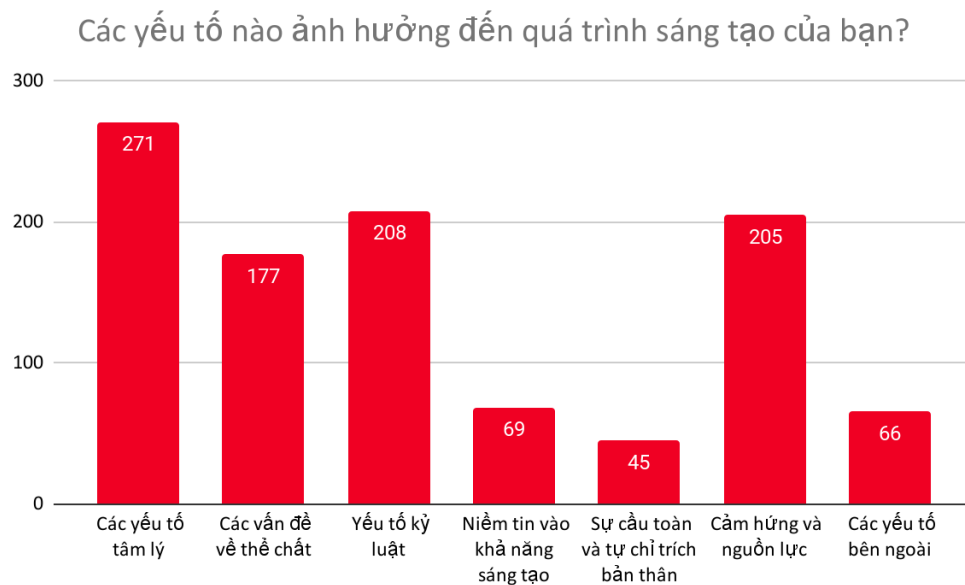


Figure 12: Respondents' answers about the influence of factors related to creative block by The Unblockable Team, 2023.

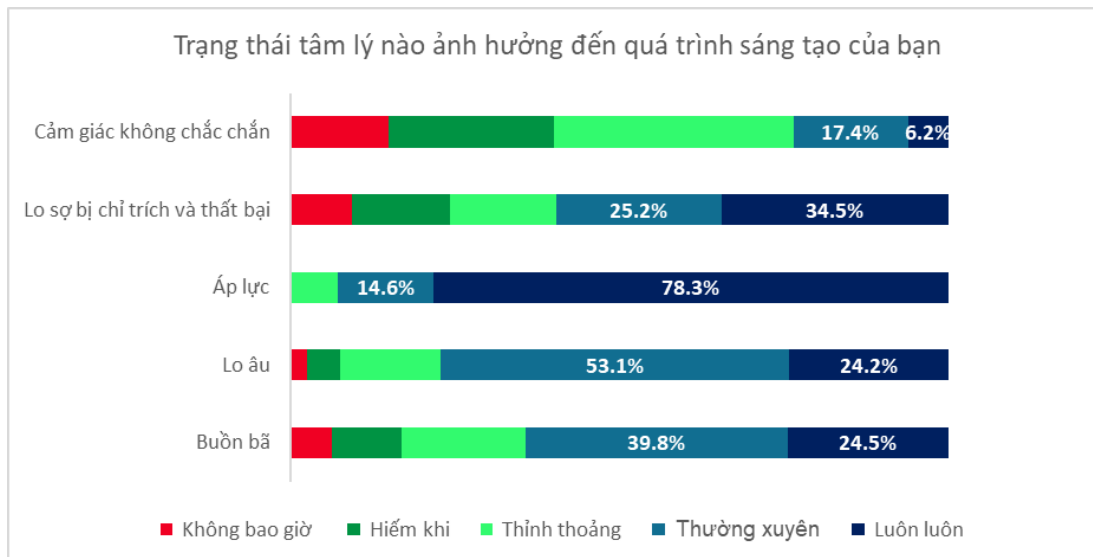


Figure 13: Respondents' answers about the influence of Emotional problems on creative block by The Unblockable Team, 2023.

Secondly, motivations/inspirations and resources turned out to be most artists' barriers to completing their artworks. 63% of artists sometimes find depression when there is a lack of necessary supporting resources like raw materials, devices, tools, or software that enable them to visualize what they are imagining in their heads. They believe this resource shortage limits their creative ability. Additionally, 46% of people in the creative field always face the challenges of extreme timelines and harsh deadlines continuously, especially when they are at work and get overwhelmed. Successive deadlines accumulate, one after the other, forming a pile of tasks that makes them even more pressured, get burned out, and face creative block. Being stuck with an inspiration shortage is also a common problem in the community when 38% of surveyed artists said that they always face the same situation repeatedly which drives them to negative thoughts like not belonging to creative work,...When the art outcomes are delivered, approximately 28% of young artists anticipate receiving valuable feedback that would aid them in enhancing and refining their craft. However, they are often left disappointed as, in reality, such supportive feedback is scarce.

## Những yếu tố nào sau đây có thể ảnh hưởng đến sự sáng tạo của bạn

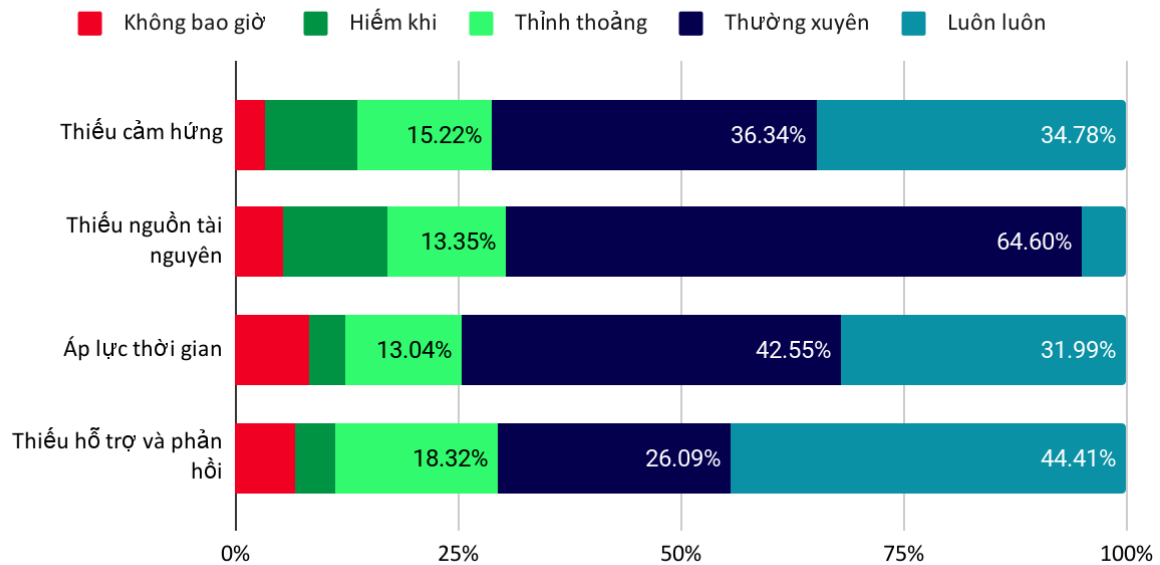


Figure 14: Respondents' answers about the influence of motivations/inspirations and resources on creative block by The Unblockable Team, 2023.

Thirdly, in terms of trust towards self-ability, only 52% of creative people know their ability to ideate and form an outcome from scratch. Nevertheless, up to 90% of people who work in the creative field sometimes still lose their confidence when they receive negative feedback and criticisms, and even get anxious about their product quality not matching the standards of friends' or rivals' offerings. As a consequence, a negative feedback loop emerged, wherein high time pressure was employed as a means to stimulate creativity, yet the outcomes actually deteriorated.

## Yếu tố niềm tin về sáng tạo nào sau đây ảnh hưởng đến sự sáng tạo của bạn

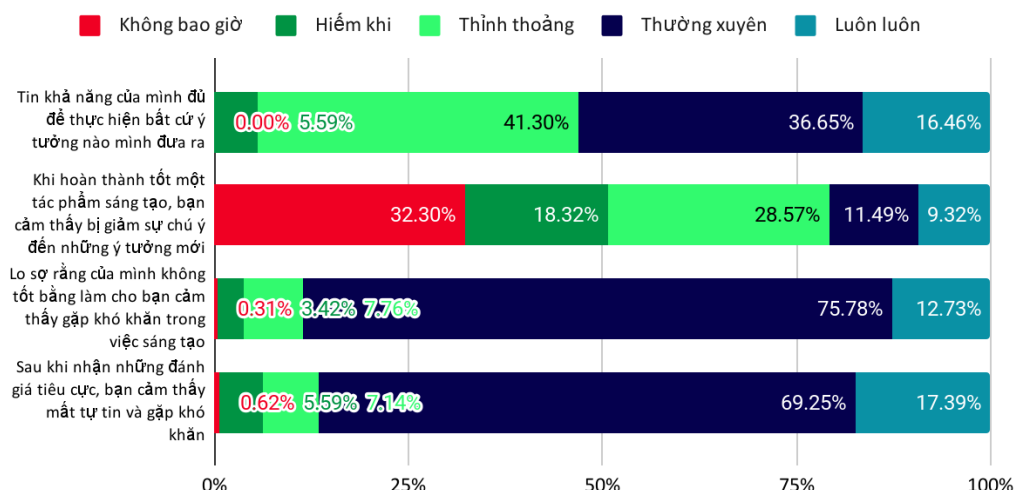


Figure 15: Respondents' answers about the influence of trust towards self-ability on creative block by The Unblockable Team, 2023.

Fourthly, as Plotnik (2012), blocks not only happen at the beginning but also during the creative process. Thoughts like “I don't have enough capabilities to create a perfect product”, “My current idea seems to exceed my abilities to make it happen”, “I think my idea could have done better and don't feel I can make a wonderful work satisfying my standards” always burden the artists, block them in a world of self-critics and strive for impossible perfection (Figure 16).

## Sự cầu toàn và tự chỉ trích bản thân ảnh hưởng thế nào đến sự sáng tạo của bạn

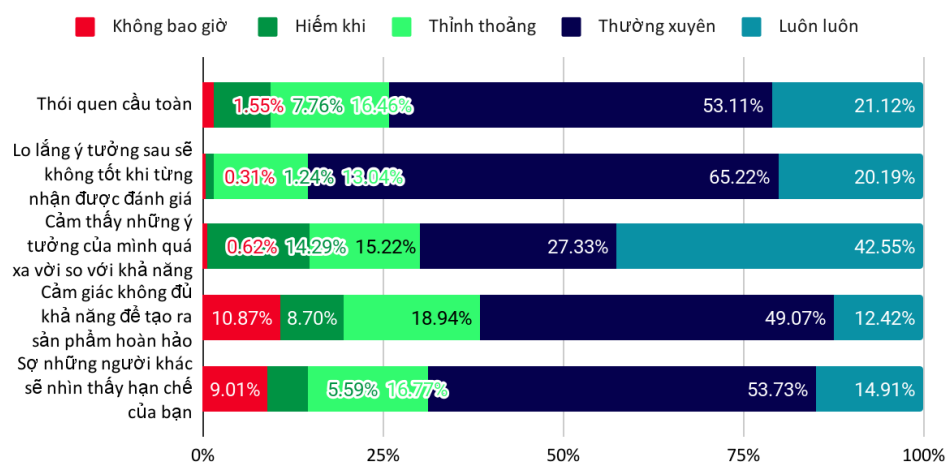


Figure 16: Respondents' answers about the influence of Self-criticism - Perfectionism - Self-doubt on creative block by The Unblockable Team, 2023.

Self-critic is not the only problem when external thoughts and comments are also barriers for artists in their creative process. Societal racism, such as gender-based racism, poverty-related racism, and regional discrimination, does not significantly impact these creative individuals. Regarding Gallay's summary (2013), environmental factors affect artists and their work. Crucially, the factors in the work environment, such as the decorations, colleagues, managers, and clients' demands, have the most significant influence on them (Figure 17). Although most artists would rather bring alone when they work, they still sought for more relationships. However, it is an issue that most artists suffer from professional loneliness and being isolated from others in the field at their workplace. Furthermore, the inputs from those outside the creative fields have led artists' ideas astray from their originality, resulting in being blocked in a chaotic situation.

#### Yếu tố ngoại vi nào có thể gây khó khăn cho việc sáng tạo của bạn

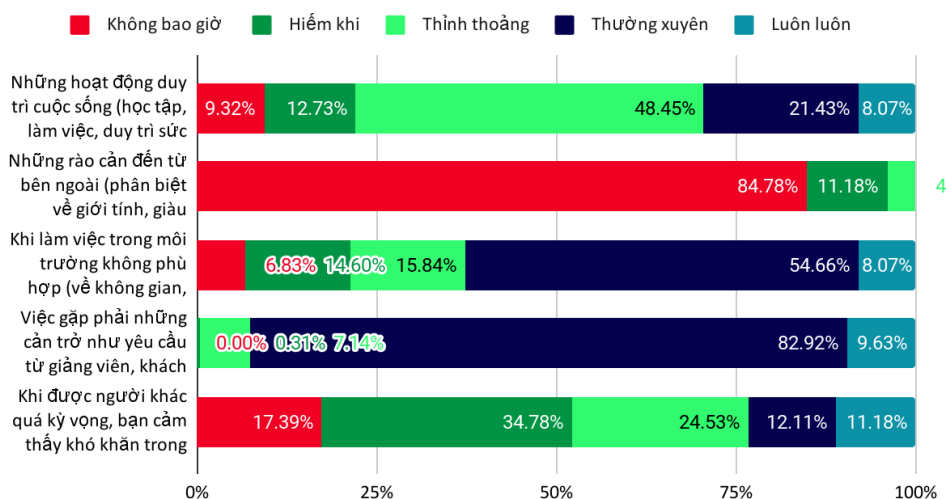


Figure 17: Respondents' answers about the influence of External pressures on creative block by The Unblockable Team, 2023.

According to the survey findings, most artists face challenges related to poor health conditions, including illnesses and exhaustion, especially after extended periods of work and experience interpreting high-complexity levels of tasks (Figure 18). They reported the blocks sometimes happen due to a lack of self-discipline (Figure 19). This implies that some artists feel they struggle to maintain focus, motivation, or a

structured work routine, which in turn affects their ability to produce creative work effectively. The presence of this self-discipline issue can lead to periods of stagnation or reduced creative output, significantly impacting their artistic outcome quality.

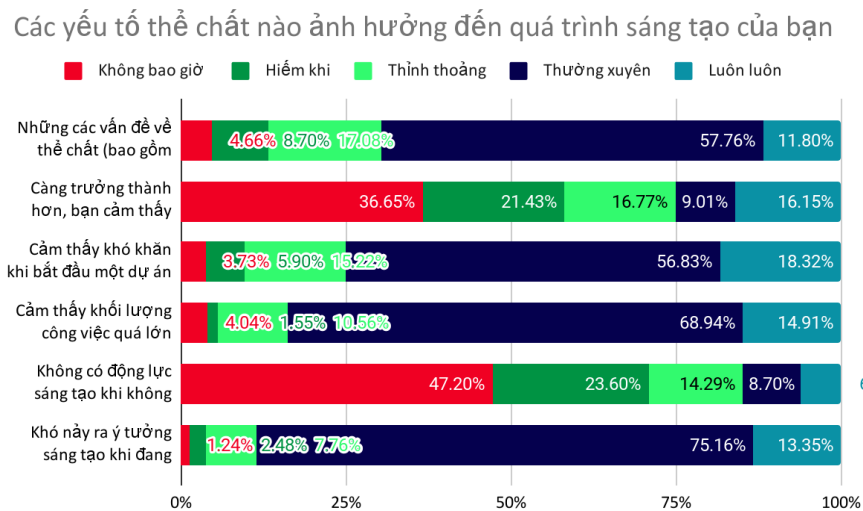


Figure 18: Respondents' answers about the influence of Physical problems on creative block by The Unblockable Team, 2023.

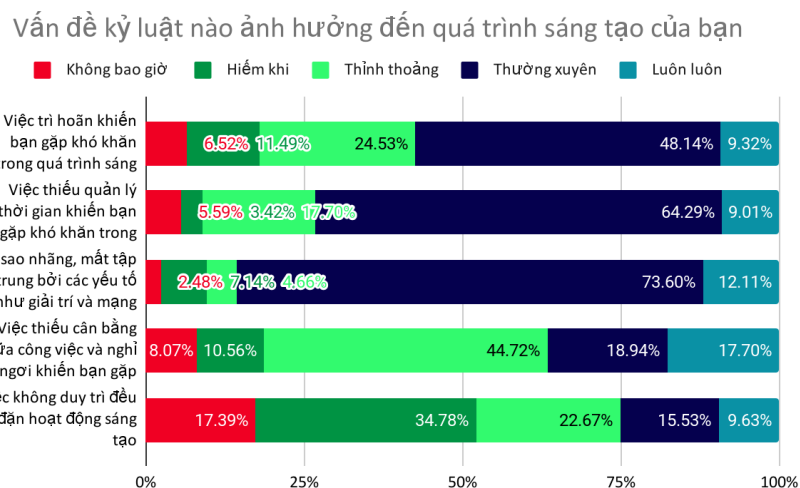


Figure 19: Respondents' answers about the influence of Discipline on creative block by The Unblockable Team, 2023.

### 2.4.3 Objective 3

As stated earlier, even for geniuses, creative ideas do not come as leaps, but “creativity does happen through a process” (Merrottsy 2017). Also, it is believed that if creative jobs are done with a process, it helps avoid ruts and assumptions.

Brainstorming has long been an intuitive way to stimulate creativity and make the development and Implementation phases happen (Sylvester 2019). It is a group strategy instead of lone ideation or an individual technique.

In the case of Phương Vũ - a well-known mad director, he has impressed people with bold and reckless creative projects in the Art and Designs industry, such as Bitis Hunter - Hanoi Cypher, Vietnam Airlines, etc. To battle against the creative block, he always feeds himself with curiosity and looks for new materials around him, like culture, which is also an abundant source of materials. Taking into account the case of Sói Ăn Chay - Huỳnh Vĩnh Sơn who has been a Creative Director and professional copywriter for over 12 years, in “The Curious Show” podcast, he shared that he had met this situation several times when he was working on his client brief. There is only one thing that he always convinces himself that he does not have any blocks, and then takes himself a break before continuing working. He also advised that the key to facing the creative blocks is to keep the mind at ease, look at what we need to solve and what we have already had, and then get ourselves floating in ideas. Through many years of being in the creative industry, he trained himself to become a curious person who eavesdropped on every conversation to collect a treasure trove of information and ideas from his daily life and then discussed them via daily chatting with his friends and colleagues. This way, brainstorming does not happen on demand but is a daily routine practiced as an exercise.

Similarly, in the book Get Unstuck Creative Block, Arian Bhzadi said that whenever he was blocked, he would right away stop working on that project, and then if the idea kept lingering in his mind, he'd try to recreate it and add in a factor that he had not yet done the first time. He also emphasized that recognizing a bad idea is crucial to avoiding wasting time and getting rid of stuck projects. Jesse Draxler also had that point of view when it came to his creative block. He would not force himself to pursue that stuck project; he took a break from it but kept his mind open when sucking into the creative world of films, music, documentaries, or even sports; hence, he could always be ready to observe and absorb any ideas that accidentally came to mind. Especially when he stopped working on stuck pieces, he would never throw them away but embrace them, thinking that his future self might see something the present self did not. Jesse emphasized that being inspired comes from doing and being influenced

throughout the process of creating a cyclical supply. When it came to Amy Friend, a Canadian photographer, she tried to take it as a break, cleaned the slate, then got back to the basics, paying more attention to what she loves and making these invaluable creative blocks more valuable. The inner critic sometimes came in with a little voice while she was working on a project and started arguing. Her inner critic or external critic might sometimes be discouraging, but the way she handled it was to consider it as giving her a chance to check herself, pushing her to work harder and more carefully, rather than being an enemy who pulled her back.

Our in-depth interviews with lesser-known artists were conducted to understand how they perceived and overcome creative blocks. Said an artist who has experience in fine arts, performing arts, theatre, and literature, she adores her job and considers being in a meditative state to be completely absorbed and disregard any external distractions. When facing difficulties, I adopt two approaches: seeking new creative solutions or shifting to different projects. I believe both choices contribute to a valuable creative process. During the creative journey, she constantly collects inspiration and creative materials from various sources in diverse fields, not only limiting to myself. This diversification of references aids in constructing a strong theoretical base and instills greater self-assurance throughout the creative process. Furthermore, engaging in multiple fields nurtures my self-confidence in creative work. Vietnamese artists reported employing a problem-solving approach when encountering creative difficulties, considering issues from multiple angles. Drawing from their past experiences, they have learned to confront and address challenges differently, acknowledging the significance of facing and overcoming obstacles during the creative journey. To overcome it, they expressed the practice of persistently seeking inspiration and fresh ideas through research and mood boards.

In conclusion, creative blocks, whether famous artists' or lesser-known artists' points of view are a part of their creative process. They all embraced and respected the times when creative blocks arose, causing a pause in their projects. However, the key was that they didn't allow themselves to waste those moments. Instead, they kept themselves inspired with an open mind, drawing inspiration from diverse sources they encountered during the pause. The initial ideas are all crucial to their process of thinking, which they never throw away when facing a creative block because, in the

future, they will relook at them and mix-match to produce a different version. In the whole creative process, IDEATION is a hard stage in that creative people easily find themselves blocked but accept the block, enrich themselves with resourceful life materials, and follow the process to connect ideas, get inspiration, and recognize successful ways to turn it into a great creative outcome.

## CHAPTER III. STRATEGIC PLANNING

### 3.1 Segmentation

From our survey, we have identified two primary age groups that tend to encounter creative blocks more frequently than others: individuals aged 18-25 and 26-30 who work mostly in Graphic Design, Multimedia and Communication and Fashion (Figure 20 & Figure 21). The younger group consists mostly of students or those with 1-2 years of experience in their respective creative fields. On the other hand, the older group comprises individuals with extensive experience, some of whom have been in the creative field for over 3 years. These age groups represent crucial segments in the creative community. Hence, understanding their behaviors and attitudes towards creative blocks will help us determine the key segment to tailor appropriate approaches to address their creative block issue and foster an encouraging environment to unlock their creative potential.

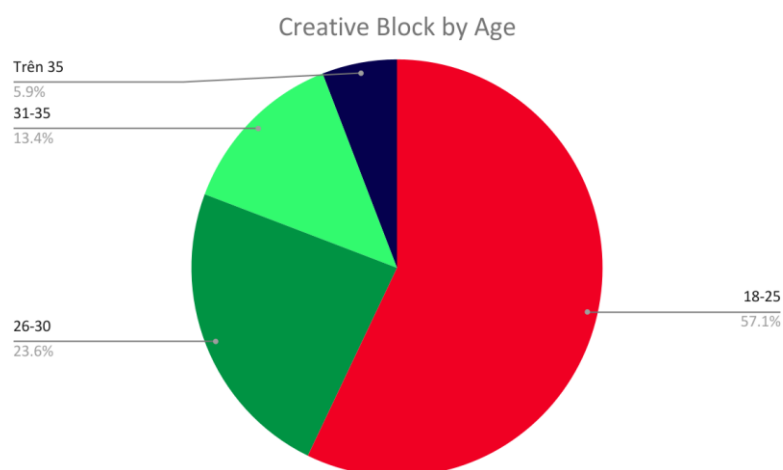


Figure 20: Percentage of respondents who often encounter creative blocks based on age by The Unblockable Team, 2023.

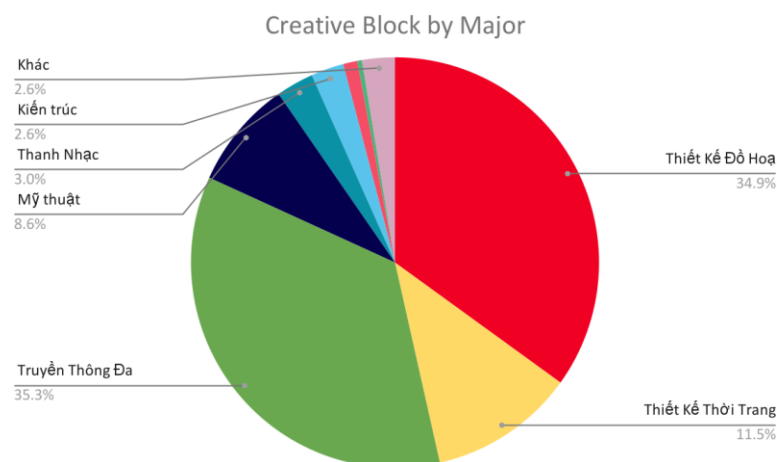


Figure 21: Percentage of respondents who often encounter creative blocks based on major by The Unblockable Team, 2023.

The two segments, experienced creatives and novice creatives, differ significantly in their approach towards creative blocks. The segment of experienced creatives, aged 26-35 and possessing significant expertise, exhibits a predominantly optimistic attitude when facing creative blocks. They encounter them only occasionally (Figure 22) and demonstrate strong confidence and resilience, stemming from their diverse portfolio of past creative achievements. They even have high trust in their abilities and are very open to change allowing them to navigate through challenges with ease. They have established routines and rituals to maintain their creative momentum and draw inspiration from various sources, empowering them to form effective strategies to cope with creative blocks.

In contrast, the novice creative segment, aged 18-25, always faces creative blocks during their creative process (Figure 22). They feel uncertain and experience fears of failure, leading to self-doubt and a lack of confidence in their creative abilities. Novices struggle to consistently produce quality work and maintain creativity over time. They often experience timing fatigue due to tight deadlines, hindering their creative flow. The strong identity in work easily makes them uncomfortable with external criticism or requests for adjustments. Despite having some creative block coping mechanisms like

taking breaks, finding solutions from various sources, and even online, they still struggle with lack of ideas on how to effectively solve their creative blocks.

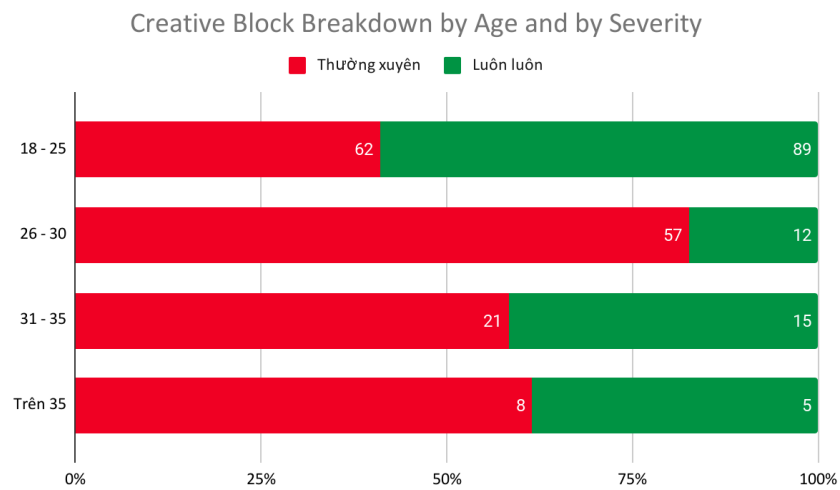


Figure 22: Respondents' Creative block breakdown by age and severity by The Unblockable Team, 2023.

### 3.1.1 Segmentation Summary

	Experience Creative	Novice Creative
<b>DEMOGRAPHIC</b>	<ul style="list-style-type: none"> <li>- Age: 26-35</li> <li>- Education/Occupation: Multimedia, Graphic Design, Fashion, Interior Design</li> <li>- Living in key cities (HCM &amp; HN)</li> <li>- More experience in the creative field</li> </ul>	<ul style="list-style-type: none"> <li>- Age: 18-25</li> <li>- Education/Occupation: Multimedia, Graphic Design, Fashion, Interior Design</li> <li>- Living in key cities (HCM &amp; HN)</li> <li>- Less experience in creative field</li> </ul>
<b>PSYCHOGRAPHIC</b>	<ul style="list-style-type: none"> <li>- Less likely to face creative blocks, just sometimes or occasionally</li> <li>- More confident and resilient as of the diverse past creative works</li> <li>- Encounter many creative blocks before, they have more beliefs in their ability to control and overcome the challenge.</li> <li>- Big trust in their creative process and affirm it on track.</li> <li>- Open Minded to changes and less concerns about external judgment.</li> <li>- Overall: Showing positive attitudes towards creative blocks.</li> </ul>	<ul style="list-style-type: none"> <li>- Usually or Always find creative blocks during their creative process</li> <li>- Feelings of uncertainty, fears of failure</li> <li>- Self-doubting, easy to lose trust in their ability to consistently produce quality work or maintain creativity over time</li> <li>- Find timing fatigue, fall under pressure of tight deadline</li> <li>- Strive for emphasizing their identity and feel uncomfortable towards external criticism or requests of adjusting their artwork</li> <li>- Overall: Showing mostly negative about creative blocks</li> </ul>
<b>BEHAVIORAL</b>	<ul style="list-style-type: none"> <li>- Developed routines, rituals, or practices that help maintain their creative momentum               <ul style="list-style-type: none"> <li>+ Keep enriching their own resources to draw their inspiration form.</li> <li>+ Brainstorming</li> <li>+ Embracing past success</li> </ul> </li> <li>- Develop strategies to cope with creative blocks effectively</li> <li>- When facing creative blocks, look back past accomplishments and remind themselves of their capabilities</li> </ul>	<ul style="list-style-type: none"> <li>- Find advices or solutions to nail with creative blocks on the internet</li> <li>- Seek feedbacks from various sources like friends, teachers or online creative community</li> <li>- Stepping away or take a breaks</li> <li>- Try doing something new</li> <li>- Mostly have lack of ideas how to solve their creative blocks</li> </ul>

### 3.2 Target audience

After careful consideration, it is evident that choosing novice creatives as the target audience for our campaign is the most appropriate. With limited experience in the creative field, face more frequent creative blocks and grapple with self-doubt and fears of failure, their struggles are a common occurrence during the early stages of any creative journey.

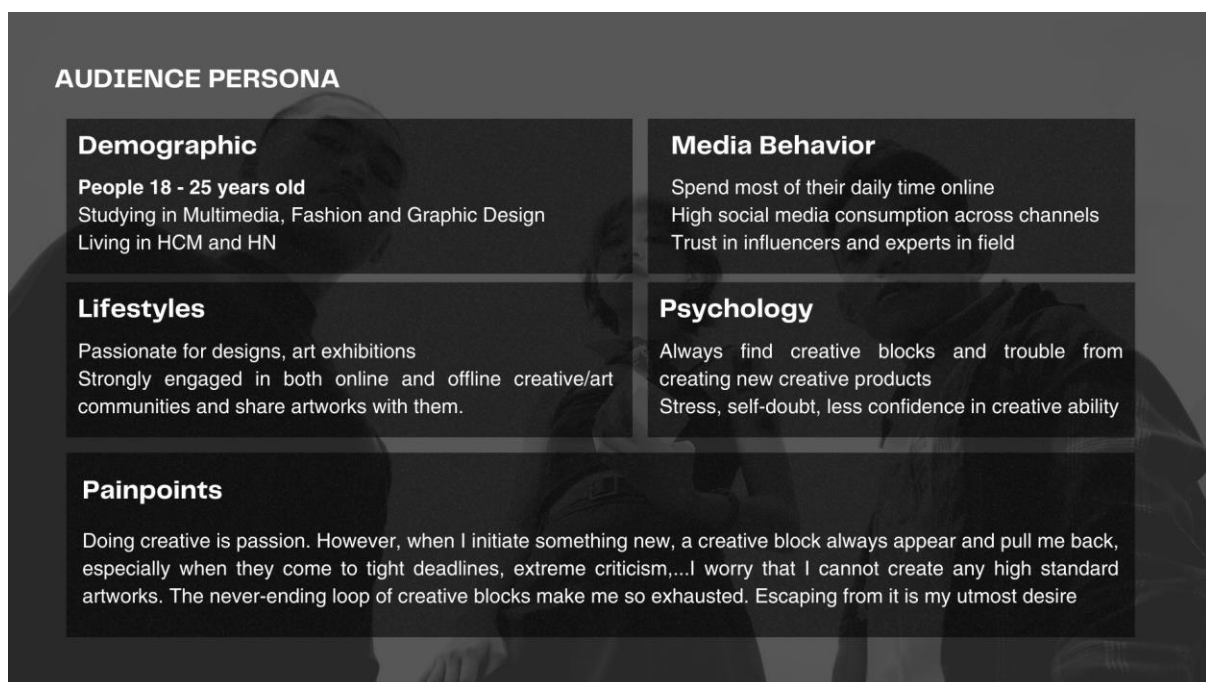


Figure 23: Audience Persona by The Unblockable Team, 2023.

### 3.3 Strategy

By focusing on novice creatives, our campaign aims to provide essential support and guidance to this vulnerable segment. Acknowledging and addressing their fears of creative blocks, we can foster a nurturing environment that empowers them to overcome challenges and unleash their creative potential. Through practical strategies, inspiring stories, and a strong emphasis on embracing creative blocks as part of the growth process, we can instill confidence and resilience in novice creatives.

### 3.3.1 Framework

#### "Khối Vô Vị" - FRAMEWORK

Incharge by: Minh Phuong

Phase	ATTENTION			ENGAGEMENT	AMPLIFY	ENRICH	FUTURE PLAN
Start Date	15/05	22/05	23/05	26/05	12/07	07/07	15/09
End Date	22/05	16/07	09/06	09/07	25/07	20/08	01/10
Theme	CURIOUS	AWARENESS	FINDING FEELINGS	RELOOK AND REFLECT	BE INSIDE THE BLOCK	GET OUT OF THE BLOCK	BLOCK IT BEFORE IT BLOCKS YOU
Objective	To help the young artists define a common issue among the creative community "Creative block"	To aware young artists that "creative block" is such a must-have part of the creative process that happens anywhere anytime proven by stories of creative people in the field	To help the young artists recognize the moments when and how they feel when they encounter creative blocks	To guide the young artists towards relook and reflect themselves by visualizing their "block" moment and help them recognize its causes	To affirm the popularity of creative blocks which exists diversely in any shapes and any moments of the artists  To motivate the young artists that the creative blocks moment is a must-have spice of the creative process and help the artists' lives more flavorful	To assist the young artists to enrich diverse resources and empower them with effective ways to minimize creative block occurrence and how to overcome when it happen.	To deep dive into each category in the creative field, explore their current issues and provide playgrounds for young artists working in that industry to share and emphasize their stories via talkshows, showcases.....
Detail Activities	Social post:  Bring up the conversation to discuss on the common issue among the creative community "CREATIVE BLOCK"  WHAT IS CREATIVE BLOCK?	Social post and Promotional clip:  Sharing stories and experiences from successful individuals in the creative field who have faced and overcome creative blocks shows us that these tough times are not obstacles	Social post:  Encounter new creatives grasp the many aspects of creative blocks by exploring emotional and situational triggers.	Social post and Landing page - contest topics	Exhibition	Social post:  Provide immersive experiences, practical techniques, and expert guidance, we empower young artists to turn challenges into opportunities for growth and creative evolution.	Short term may not bring up immediate results. Future plan is to channel our efforts into each specific industry (hosting talk shows, sharing experiences, and fostering discussions,...) to create a more impactful and effective platform for growth and development.

Team In-charge	Content, design, photograph	Content, design, production	Content, design	Content, design	Content, design, photograph, event	Content, design	All team
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Figure 24: Campaign Framework by The Unblockable Team, 2023.

### 3.3.2 Roadmap

ROADMAP				
Phase	Attention	Engagement	Amplify	Enrich
Duration	4 weeks	6 weeks	3 weeks	2 weeks
Theme	BLOCK & BLOCK	RELOOK AND REFLECT	BE INSIDE THE BLOCK	GET OUT OF BLOCKS
Objective	To generate interest and curiosity about the creative block	To guide the young artists towards relook and reflect themselves by visualizing their "block" moment and help them recognize its causes	To showcase the creative block diversity and motivate the young-artists to believe creative block is a must-have spice of the creative process which can be so flavorful	To assist the young artists to enrich diverse resources and empower them with effective ways to minimize creative block occurrence and how to overcome when it happen.
Key hooks	Promotion clip	Contest	Exhibition	Social posts
Communication tools	Influencers	Paid Social ads, ePR Articles , Influencers	ePR articles, Paid Social ads	Paid Social ads
Always-on activities	Facebook and Instagram social posts			

Figure 25: Campaign Roadmap by The Unblockable Team, 2023

## CHAPTER IV. CREATIVE CONCEPT

### 4.1 Creative device

To conceptualize the sense of creative block, we need a device to carry the intended message, while also serving transformations and growth along with the message through each stage of the campaign.

Introducing: The “Khối Vô Vị” - creative device of the campaign.

Khối Vô Vị is an almost-white with grain texture cube. When looking at it, there's nothing captivating about it, just a faint and tasteless presence. Khối Vô Vị is used across various media materials to conceptualize the inescapable creative block loop in the perception of novice creatives.

“Khối Vô Vị” symbolizes the state of creative block that artists encounter when they feel no ideas or emotions to express through their works. It becomes an obstacle in their creative process, making it increasingly difficult to find inspiration.

#### 4.1.1 Creative device development

Since the campaign concept's intention is to visualize a supposedly negative feeling when facing a creative block in the creative process, it would be remiss not to develop a key visual that both satisfies the underlying message and is attractive enough to the audience who always pay special attention to the visual aesthetic factor.

The key visual of the campaign is a typography logo, the characters use the Unbounded font, which ensures readability but has a highlight in the design. With white and light glow colors and negative details, Khối Vô Vị itself presents a “tasteless” feeling but at the same time expresses a hidden meaning in the lines.

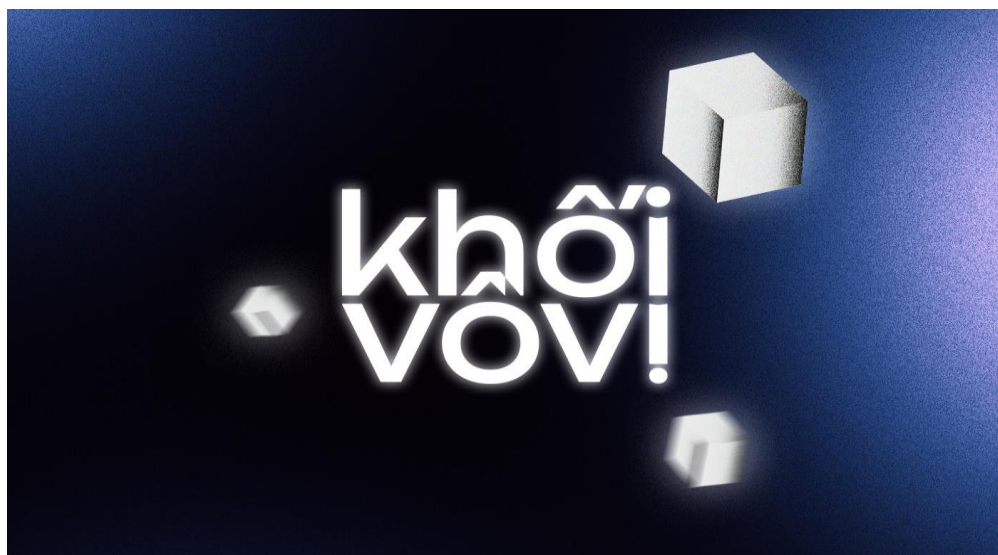


Figure 26: “Khối Vô Vị” key visual by The Unblockable Team, 2023

# UNBOUNDED

**Unbounded**  
Unbounded

*Figure 27: “Khối Vô Vị” primary font*

However, as discussion about the growth of the message around the creative block's different themes, the campaign's creative device undergoes changes in accordance with each phase mentioned in the roadmap. The Khối Vô Vị can also serve as an obstacle that novice creatives must engage with in specific ways. Aligned with the CPS Model mentioned earlier in the report, the Khối Vô Vị will undergo transformative conceptualized devices to correspond with each campaign phase.

KEY VISUAL DEVELOPMENT ALIGNED WITH PHASES				
Phase	Theme	Objective	Activities	Creative device transformation
ATTENTION	CURIOUS	To help the young artists define a common issue among the creative community "Creative block"  Showcase the metamorphosis of Khố Vô Vị	Visual art static post/Infographic/Video on social media and production	Vô Vị - Tasteless
	AWARENESS	To aware young artists that "creative block" is such a must-have part of the creative process that happens anywhere anytime proven by stories of creative people in the field	Visual art static post/Quoted posters on social media	
	FINDING FEELINGS	To help the young artists recognize the moments when and how they feel when they encounter creative blocks	Visual art static post/GIF on social media	
ENGAGEMENT	RELOOK AND REFLECT	To guide the young artists towards relook and reflect themselves by visualizing their "block" moment and help them recognize its causes	Visual art by contestants/Infographic/Collage post/Carousel post on social media	CHUA - SOUR NGỌT - SWEET MẶN - SALTY ĐẮNG - BITTER CAY - SPICY
AMPLIFY	BE INSIDE THE BLOCK	To affirm the popularity of creative blocks which exists diversely in any shapes and any moments of the artists  To motivate the young artists that the creative blocks moment is a must-have spice of the creative process and help the artists' lives more flavorful	On-site photos/Recap post/Visual art at exhibition	FLAVORFUL (ALL SPICES ABOVE)
ENRICH	GET OUT OF THE BLOCK	To assist the young artists to enrich diverse resources and empower them with effective ways to minimize creative block occurrence and how to overcome when it happens.	Visual art static post/Infograph on social media	SPICE UP YOUR CREATIVITY

Figure 28: Key visual development aligned with phases by The Unblockable Team, 2023



Figure 29: All key visual developments that aligned with themed stages by The Unblockable Team, 2023

## 4.2 Key message

### Unblock Your Creative Potential: Embrace the Flavors of Inspiration

If creativity brings multiple sensory flavors of inspiration, then a state of creative block becomes those moments of being stuck and stagnating on our creative journey. In those times, the taste of creativity suddenly becomes tasteless and uninspiring. That's why the key message that the campaign conveys: revive your creative flavors so that your creative journey can regain its rhythm and unlock boundless potential.

## 4.3 Campaign tagline

“Sáng tạo của bạn có vị gì?”

Instead of using a declarative sentence, let's frame it as a reflective question. A campaign tagline that prompts novice creatives to explore and engage with their own creative journey. In doing so, novice creatives can reimagine past experiences, the flavors they've absorbed, and more importantly, identify the missing flavors needed to confront creative block.

## CHAPTER V. CAMPAIGN REPORT

### 5.1 Planning

#### 5.1.1 Objectives and Goals

##### 5.1.1.1 Objectives:

#### **Attention: Raise Awareness and Recognition**

- Introduce the concept of "Creative Block" to young artists within the creative community.
- Showcase the transformative journey of "Khối Vô Vị" as a relatable representation of creative struggles.

#### **Engagement: Foster Understanding and Reflection**

- Engage young artists by sharing relatable stories of established creative individuals who have experienced and overcome creative blocks.
- Guide young artists in recognizing the signs and emotions associated with encountering creative blocks.

#### **Amplify: Embrace and Normalize Creative Blocks**

- Highlight the diverse manifestations of creative blocks across different artists and moments.
- Motivate and inspire young artists by emphasizing the essential role of creative blocks in the artistic process.

#### **Enrich: Empower with Strategies and Resources**

- Provide young artists with a toolkit of effective methods to reduce the occurrence of creative blocks.
- Offer actionable guidance on overcoming creative blocks when they arise, enhancing artistic growth and resilience.

These campaign objectives encompass the full spectrum of the creative block experience, from raising awareness and understanding to normalizing then finally empowering young artists to navigate and conquer creative blocks effectively.

**Reach:** Achieve a total reach of 250,000 across our social media channels. This goal focuses on extending the visibility of our campaign content to a wide audience, ensuring that our message reaches and resonates with a substantial number of individuals.

**Advocacy:** Foster a sense of advocacy within our audience, encouraging them to become enthusiastic advocates for our campaign. By sharing, discussing, and endorsing our content, we aim to empower our audience to take an active role in spreading the campaign's message and values.

Taking all factors into account, the concrete key elements of the campaign are placed strategically on the timeline for execution. These include specific phases of the campaign, spanning from May 2023 to July 2023, which will be prominently featured and prioritized (Figure 30). For details, please refer to the Appendix.

Figure 30: “Khởi Vô Vi” Illustrative of overall timeline by The Unblockable Team, 2023

### 5.1.3 Human resources

To ensure the project's thoroughness, recruiting a skilled workforce is of utmost importance. Simultaneously, the division of workload and personnel management are essential processes that cannot be overlooked. The Unblockable Team has recruited over 40 collaborators to support the project's construction. Each individual is assigned distinct tasks and responsibilities (Figure 32), then allocated and organized into specific personnel groups. To ensure smooth and efficient operations and management, these personnel groups continue to adhere to the hierarchical tree model (Figure 31), starting from the management level and extending down to the specific individuals carrying out tasks based on their expertise.

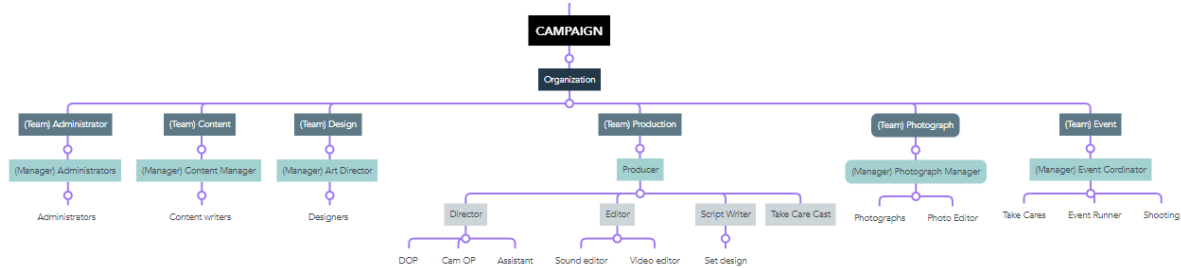


Figure 31: Work Allocation Tree Model Across the Campaign

Tên dự án: "KHÔI VỞ VỊ" Người lập: Khánh Vương Ngày bắt đầu đồ án: 05/05/2023 - 21/08/2023			
"KHÔI VỞ VỊ" - CAMPAIGN JOB DESCRIPTION			
STT	Job Title	Scope of work	Quantity
1	Organization	<ul style="list-style-type: none"> <li>- Plan all project activities.</li> <li>- Take responsibility for working, negotiating, and coordinating directly with partners and sponsors.</li> <li>- Manage expenses, handle necessary paperworks and administrative procedures to run the project.</li> <li>- Handle legal matters related to cooperation agreements or any other official agreements.</li> <li>- Coordinate, delegate, and oversee the work of subordinate personnel group</li> </ul>	3
2	Administrator	<ul style="list-style-type: none"> <li>- Manage the project's Fanpage.</li> <li>- Respond to messages and comments on the Fanpage.</li> <li>- Address issues or answer questions, and concerns from participants as well as project followers.</li> <li>- Update and report communication metrics.</li> </ul>	4
3	Designer	<ul style="list-style-type: none"> <li>- Designing necessary materials for the campaign</li> <li>- Being responsible for the visual aspects</li> <li>- Ensure the design does not encounter intellectual property issues.</li> </ul>	6
4	Content	<ul style="list-style-type: none"> <li>- Coordinate with the organizer to research and develop content that aligns with the project's concept.</li> <li>- Prepare a weekly content calendar for content review and schedule postings on social media platforms.</li> <li>- Provide input for editing, revising, or adding new content to weekly posts.</li> </ul>	4
5	Production	<ul style="list-style-type: none"> <li>- Production planning</li> <li>- Organizing and managing production, overseeing the production process</li> <li>- Being responsible for all project production deliverables.</li> </ul>	10
6	Event Runner	<ul style="list-style-type: none"> <li>- Coordinate and execute tasks according to the event schedule.</li> <li>- Monitor, coordinate, and flexibly handle activities taking place during the event.</li> <li>- Assist in welcoming and answering questions from event attendees and participants; Ensure all individuals have a positive experience throughout the event.</li> </ul>	30
7	Photograph	<ul style="list-style-type: none"> <li>- Responsible for providing the necessary image repository for the project.</li> <li>- Working directly with the organizer to understand the aesthetic direction for images and accompanying requirements during the photo shoots, in order to create photo products that meet the specified criteria and align with the project's concept.</li> </ul>	5

Figure 32: Campaign Job Descriptions by The Unblockable Team, 2023

#### 5.1.4 Budget estimation

In this project, finance plays an extremely important role. The total initial budget allocated for the project is 216,281,216 VND (Figure 33). This cost has been thoroughly researched and calculated to cover every aspect of the project, including documentation, equipment, construction materials, transportation, and more. Figure 33 provides an overview of the overall costs, synthesizing expenses from the project's

main activities, along with the budget set aside for advertising on social media platforms.

#### 5.1.4.1 Campaign overall budget

Người lập bảng: Khánh Vương - Project Leader Ngày bắt đầu: 05/05/2023 Ngày kết thúc: 21/08/2023		<b>BẢNG CHI PHÍ DỰ TRÙ "KHỎI VÔ VỊ" - TOÀN BỘ DỰ ÁN</b>		
STT	Hạng mục	Mô tả	Tổng cộng	Ghi chú
1	Promotional Clip		14.768.392 đ	
2	Exhibition		175.744.934 đ	
3	Creative Contest		24.507.890 đ	
4	Advertising		1.260.000 đ	
<b>I. Tổng</b>			<b>216.281.216 đ</b>	
<b>II. TỔNG CHI PHÍ</b>			<b>216.281.216 đ</b>	

Figure 33: Illustrative of Campaign overall budget by The Unblockable Team, 2023

#### 5.1.4.2 Advertising budget

Người lập bảng: Khánh Vương - Project Leader Ngày bắt đầu: 05/05/2023 Ngày kết thúc: 21/08/2023			BẢNG CHI PHÍ DỰ TRÙ "KHỎI VÔ VỊ" - ADVERTISING								
STT	Hạng mục	Mô tả	Số lượng			Đơn giá	Thành tiền	Thuế		Tổng cộng	Ghi chú
			Người	Số lượng	Đơn vị tính			VAT	Thu nhập cá nhân		
1	Phi quảng cáo tháng 5			2	Bài	200.000 đ	400.000 đ	20.000 đ		420.000 đ	
2	Phi quảng cáo tháng 6			2	Bài	200.000 đ	400.000 đ	20.000 đ		420.000 đ	
3	Phi quảng cáo tháng 7			1	Bài	200.000 đ	200.000 đ	10.000 đ		210.000 đ	
4	Phi quảng cáo tháng 8			1	Bài	200.000 đ	200.000 đ	10.000 đ		210.000 đ	
I. Tổng									1.260.000 đ		
II. TỔNG CHI PHÍ							1.260.000 đ				

Figure 34: Advertising overall budget by The Unblockable Team, 2023

#### 5.1.5 Risk management

Any project is susceptible to encountering unfavorable risks during its execution. In this report, the purpose of risk management is to assess potential risks that the project might face and to list solutions for preventing, mitigating, or minimizing damages to the fullest extent. Assigning responsible departments, leaders, as well as coordinators helps the project to swiftly grasp and proactively address situations in a more comprehensive manner.

No.	Risk Description	Level					Action to Prevent/ Minimize	Person In Charge	Leader	Coordinator	Note
		1	2	3	4	5					
1	Thông tin dự án không được bảo mật						<ul style="list-style-type: none"> <li>- Chuẩn bị văn bản bảo mật thông tin dự án cho nhân sự kỹ</li> <li>- Hạn chế việc chia sẻ các tệp làm việc với những ai không phải là nhân sự của dự án</li> </ul>	Organizer	Organizer	Minh Phương	
2	Fanpage của dự án bị xâm nhập						<ul style="list-style-type: none"> <li>- Kiểm soát và chỉ trao quyền truy cập cho coreteam</li> <li>- Cài đặt bảo mật 2 lớp trong một thiết bị đăng nhập của coreteam</li> </ul>	Administrator	Organizer	Ngọc Khánh	
3	Không đủ kinh phí để chạy dự án						<ul style="list-style-type: none"> <li>- Tích cực gửi hồ sơ tài trợ đến các đơn vị, doanh nghiệp tiềm năng</li> <li>- Kiểm soát và tiết kiệm chi tiêu</li> <li>- Lập bảng dự trù và bảng thực chi để kiểm soát chi phí cho dự án</li> </ul>	Administrator	Organizer	Minh Phương	
4	Mắc phải những vấn đề pháp lý và thủ tục hành chính trong quá trình triển khai dự án						<ul style="list-style-type: none"> <li>- Tìm hiểu và tổng hợp các thông tin pháp lý thường xuyên</li> <li>- Chủ động chuẩn bị các văn bản pháp lý, thủ tục hành chính cho các hoạt động chính của dự án</li> </ul>	Administrator	Organizer	Ngọc Khánh	
5	Không hoàn thành các giai đoạn theo kế hoạch						<ul style="list-style-type: none"> <li>- Giám sát tình hình hoạt động của từng giai đoạn trong dự án</li> <li>- Nhắc nhở toàn đội về thời hạn giao nộp các văn bản, hình ảnh hoặc file làm việc</li> </ul>	Administrator	Organizer	Minh Phương	
6	Không có đủ nhân lực thực hiện công việc						<ul style="list-style-type: none"> <li>- Tập hợp, tuyển dụng nhân sự trước khi dự án diễn ra</li> <li>- Cam kết các quyền lợi cho nhân sự tham gia dự án</li> <li>- Bổ sung nhân lực thông qua các nguồn lực truyền thống</li> </ul>	Administrator	Organizer	Chấn Hưng	
7	Các ấn phẩm thiết kế không truyền tải được nội dung dự án						<ul style="list-style-type: none"> <li>- Làm việc trực tiếp với các nhân sự để chốt concept cho dự án</li> <li>- Theo dõi, giám sát và tiến hành tổng duyệt các ấn phẩm thiết kế hằng ngày</li> <li>- Góp ý để chỉnh sửa</li> </ul>	Administrator	Organizer	Chấn Hưng	

Figure 35: Illustrative of Campaign Risk Management by The Unblockable Team, 2023

## 5.1.6 Content planning

### 5.1.6.1 Content directions

By strategically addressing these content directions, the campaign can effectively communicate the concept of the evolving Khối Vô Vĩ and empower novice creatives to navigate their creative journey with resilience and innovation. (Figure 36)

CONTENT DIRECTION				
Theme	Objectives	Key messages	Creative approach	Content type
<b>CURIOUS</b>	To help the young artists define a common issue among the creative community "Creative block"	Showcase the metamorphosis of Khối Vô Vĩ	Tap into shared struggles and emotions experienced by creatives, fostering a sense of connection and understanding among novice creatives.	Visual art static post/Infographic/Video
<b>AWARENESS</b>	To aware young artists that "creative block" is such a must-have part of the creative process that happens anywhere anytime proven by stories of creative people in the field	Creative block is an essential and universal aspect of the creative process, occurring anywhere and anytime	Sharing stories and experiences from established figures in the creative industry who have encountered and overcome creative blocks that highlights these challenging moments are not setbacks, but rather valuable opportunities for growth, reflection, and the eventual emergence of fresh and innovative ideas	Visual art static post/Quoted posters
<b>FINDING FEELINGS</b>	To help the young artists recognize the moments when and how they feel when they encounter creative blocks	Let's identifying and understanding the signs and experiences associated with creative blocks	Provide novice creatives with a comprehensive understanding of the various facets of creative blocks by tapping into the emotional and situational triggers	Visual art static post/GIF
<b>RELOOK AND REFLECT</b>	To guide the young artists towards relook and reflect themselves by visualizing their "block" moment and help them recognize its causes	Everyone holds a unique and intriguing perspective on a topic that we used to fear, which can now transform into a wellspring of creative inspiration	Inviting novice creative to illustrate their personal "block" moments to create an opportunity to encourages self-reflection and introspection	Visual art by contestants/Infographic/Collage post/Carousel post
<b>BE INSIDE THE BLOCK</b>	To affirm the popularity of creative blocks which exists diversely in any shapes and any moments of the artists  To motivate the young artists that the creative blocks moment is a must-have spice of the creative process and help the artists' lives more flavorful	Creative block moments as essential spices within the creative process, enriching their artistic journeys with flavor and depth	Celebrates the vibrant spectrum of creative blocks that manifest in various forms and at any given moment in an artist's journey	On-site photos/Recap post/Visual art
<b>GET OUT OF THE BLOCK</b>	To assist the young artists to enrich diverse resources and empower them with effective ways to minimize creative block occurrence and how to overcome when it happens.	With a wealth of resources and strategies equipped, young creative can reduce the occurrence of creative blocks and empower ourselves to effectively overcome these hurdles when they arise	Offering a range of strategies through a series of immersive experiences, practical techniques, and expert guidance empowers young artists to transform obstacles into opportunities for growth and creative evolution	Visual art static post/Infographic

Figure 36: Content direction by The Unblockable Team, 2023.

### 5.1.6.2 Content pillars

CONTENT PILLAR		
Interpret thematic concept	Feature creative flavor based on CPS model	Promote creative audience engagement
Pillar 1: CREATIVE BLOCK IS THE NO.1 OF CREATIVITY	Pillar 2: SEASONING YOUR CREATIVITY	Pillar 3: TASTE YOUR CREATIVITY
Does every time you meet creative block will lead you to the tasteless ego?	With CSP model, you can enhance the way you creative	Start with flavourful CSP model suggested method, your creative journey will have no more fear to be tasteless
Visualize the feeling of being stuck in your creative thoughts using a blandness block	<b>CLARIFY - SOUR:</b> the boldness, alertness, and curiosity in seeking new ideas, listening, and shaping new needs and creative tasks. <b>IDEATE - SWEET:</b> the joy of creativity, scattered thinking with a sense of satisfaction and excitement when finding new ideas.	<b>SPICY:</b> the special taste to summarize the journey of seasoning our creative self, it is the time to spice up the experience with more richness and vibrancy.  When we come back to face the number one enemy of creativity, we befriend the blandness block and accept it as an indispensable companion on the creative journey.
Detect signs of creative block caused by "Khối vô vị"	<b>DEVELOP - SALTY:</b> the richness, practicality, and depth of convergent thinking, when artists condense the best solutions	
How you look and feel about being creative-block?	<b>IMPLEMENT - BITTER:</b> the risks and challenges, the obstacles that artists cannot predict when realizing their ideas. But these challenges are the "bitter medicine" help us more mature and experienced in thinking.  The four tastes cycle together to create a spiral of growth in the experience of creativity.	

Figure 37: Content planning framework by The Unblockable Team, 2023.

<div> <div>EVENT</div> <div>CONTEST</div> <div>ĐĂNG</div> <div>MẠN</div> <div>CAY</div> </div>						
THỨ HAI	THỨ BA	THỨ TƯ	THỨ NĂM	THỨ SÁU	THỨ BẢY	CHỦ NHẬT
19/06	20/06	21/06	22/06	23/06	24/06	25/06
BÀI NGỌT CỦA PHƯƠNG  Airing Time: 11:00 AM 8:00 PM	Post 1 <b>CONTEST</b> Gia hạn cuộc thi 3 ngày  Post 2: <b>CONTEST</b> Phỏng vấn KOL (Người Đá)	Post 3: <b>VỊ MẠN</b> Kick off  Post 4: <b>VỊ MẠN</b> Tinh hoa hội tụ	Post 5: <b>CONTEST</b> Phỏng vấn KOL (Hồng Vy)	Post 6: <b>NHÀ TÀI TRỢ</b> BV Mắt Sài Gòn  Post 7: <b>VỊ MẠN</b> Ướp muối ý tưởng	Post 8: <b>VỊ MẠN</b> Kiệt tác sau đồng rác  Post 9 <b>VỊ MẠN</b> Xếp hình nhiều mình	Post 10: <b>VỊ MẠN</b> Căn dặn của vị mẫn  Post 11: <b>CONTEST</b> Đóng cổng dự thi

Figure 38: Illustrative of Content calendar by The Unblockable Team, 2023.

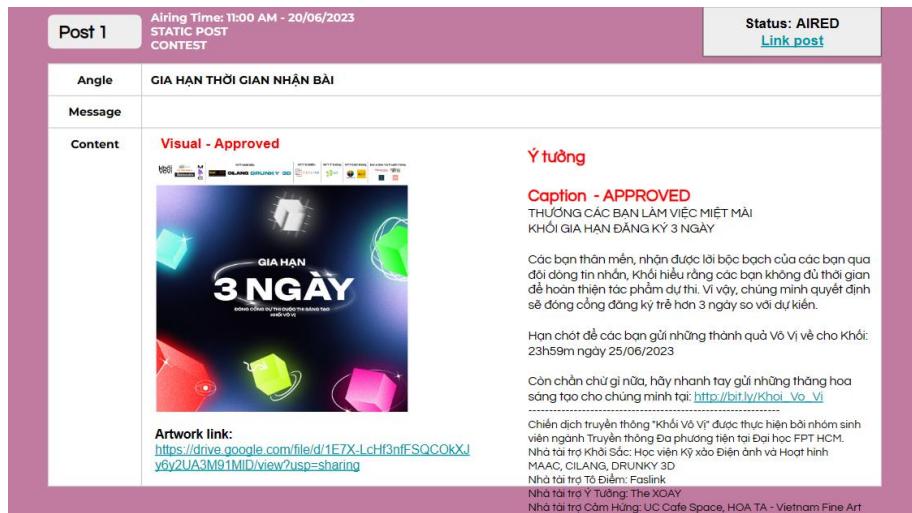


Figure 39: A slide for planning and brainstorming content on a per-post basis by The Unblockable Team, 2023.

## 5.2 Execution

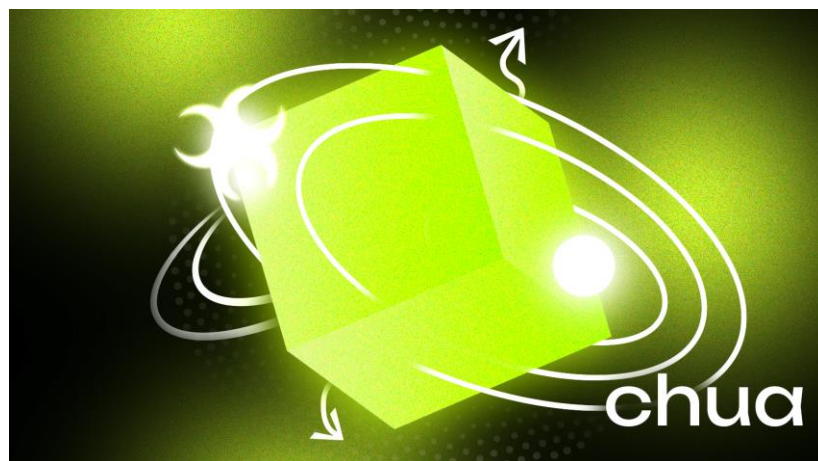
### 5.2.1 Social campaign visual identity development

As outlined, the creative device will undergo transformations to align with the evolving message throughout the campaign. Consequently, the Khối Vô Vĩ will appear in different forms to match with distinct communication objectives. It's not just following the steps of the CPS model in order; it's also a way of telling a story about creative block. It serves as more than just a sequential reflection of the CPS stages; it also forms a narrative encompassing the state of creative block, wherein novice creatives no longer just watch from the outside – they actively get involved and interact with it.



*Figure 40: All key visual development by The Unblockable Team, 2023*

Chua version - Embedded within is the opening “Clarify” step in the CPS Model, where the taste of Sour and the citrusy shades of yellow show how new creative minds become aware when they receive a creative task and comprehend what needs to be done. Also, the touch of acidity represents boldness and the intense passion of the mind. Arrows, accompanied by oval loops, portray the compassionate core as we accurately define the creative prompt that needs to be addressed. (Figure 41)



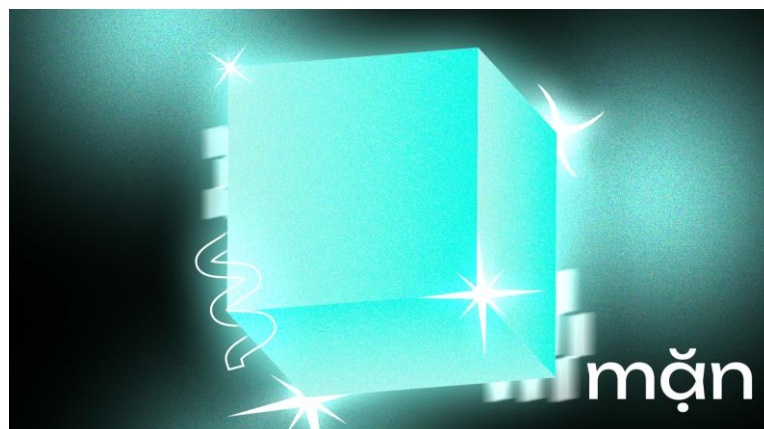
*Figure 41 . Key visual Chua (Sour) version*

The next key visual is designed to illustrate the joyful and rewarding Ideate phase, which is the most cherished and fulfilling stage in the creative journey (Figure 42). The freedom to explore ideas and unlock every potential can feel like a smooth and blossoming sensation in the creative process. Therefore, the key visual of Ngọt (Sweet) phase will incorporate elements depicting blooming flowers, along with sparkling glitter to illuminate the happiness of creative individuals.



*Figure 42 . Key visual Ngọt (Sweet) version*

The Mặn (Salty) version of this key visual corresponds to the third phase in the CPS model - Development. This is the stage where creatives will filter and refine the most valuable ideas after the brainstorming process. Therefore, in the design, there are wave-like curves symbolizing the ocean of ideas after the Sweet stage, combined with a chessboard pattern in the background to illustrate the supportive framework behind, depicting how ideas must pass through multiple layers of filtration to condense into a pure crystalline form, like a single grain of refined salt (Figure 43).



*Figure 43 . Key visual Mặn (Salty version)*

The next phase of the key visual embodies Bitter (Đắng), symbolizing the Implement stage in the CPS Model. It portrays the challenges creatives willingly undertake to actualize their ideas, fostering growth with each creative endeavor. The visual showcases intricate stitch-like patterns, representing the meticulous effort required for idea execution. Circular lace motifs signify the complexity of bringing concepts to life,

capturing pivotal moments and creative decisions. This visual encapsulates the transformative journey of creativity, from concept to bitter implementation, a testament to perseverance and growth (Figure 44).

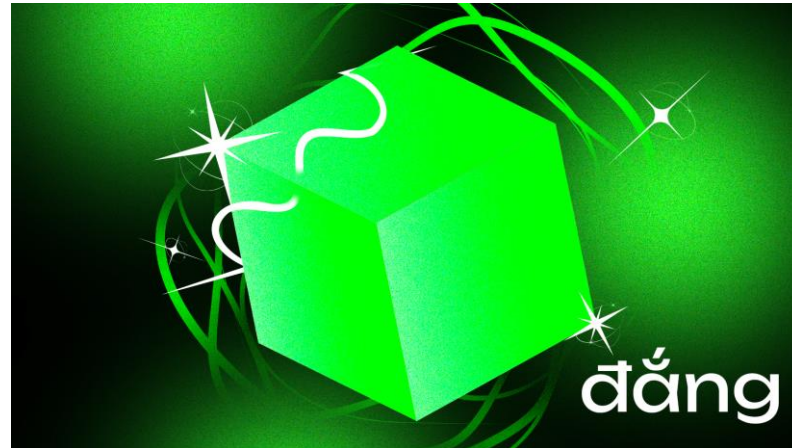


Figure 44: Key visual Đắng (Bitter) version

The next version of the key visual - Cay (Spicy) will be vibrant in fiery red, showing the exciting peak reached after understanding the 4 basic stages of the creativity process. It will have a big open eye to represent courage, alertness, and being more awake. Behind this, there will be a small square shape breaking out of its borders. This shows that the creative person is ready to overcome obstacles and step out of their usual ways during this stage (Figure 45).

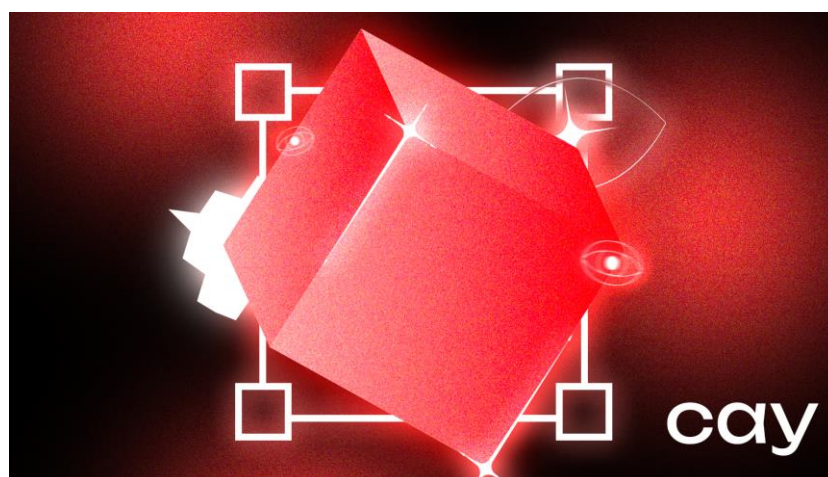


Figure 45: Key visual Cay (Spicy) version

### 5.2.2 Sponsorship

The support from Sponsor entities serves as a great motivation for The Unblockable Team to continuously strive and exert efforts to perfect this project. Since its inception until the present moment, spanning over four months, the 'Khối Vô Vĩ' project has garnered companionship and enthusiastic backing from 13 sponsoring entities. Among them, the sponsorship forms encompass In-kind support, monetary contribution, and location sponsorship (Figure 46)

<b>"Khối Vô Vĩ" - LIST OF SPONSORS</b>				
<b>No.</b>	<b>Sponsors</b>	<b>In-kind</b>	<b>Cash</b>	<b>Location</b>
1	Học viện Kỹ xảo Điện ảnh & Hoạt hình MAAC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	Drunky 3D	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Bệnh viện mắt Sài Gòn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4	SOL Retreat Farm	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5	CILANG	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	NT Architecture and Design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7	Faslink JSC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8	VG-Lab	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	The XOAY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10	PoDo Flower	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	UC Cafe Space	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	I-on Life	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	S+ Studio	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Figure 46: Sponsors List by The Unblockable Team, 2023

### 5.2.2.1 Sponsor Detail

CHI TIẾT GIÁ TRỊ TÀI TRỢ NGUỒN LẬP BẢNG: KHÁNH VƯƠNG								
STT	Nhà Tài Trợ	Hiện vật	Hiện kim	Loại hiện vật	Số lượng hiện vật	Đơn giá hiện vật	Thành tiền hiện vật	Hiện kim
A. NHÀ TÀI TRỢ CẨM HUNG								
1	UC Cafe Space	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Voucher mua 2 tặng 1	105	50.000 đ	5.250.000 đ	0 đ
				Túi tote dành cho TOP 5	5	150.000 đ	750.000 đ	0 đ
TỔNG GIÁ TRỊ TÀI TRỢ							6.000.000 đ	0 đ
2	Ion life	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Nước suối thùng loại 24 chai 330ml	50	120.000 đ	6.000.000 đ	0 đ
TỔNG GIÁ TRỊ TÀI TRỢ							6.000.000 đ	0 đ
B. NHÀ TÀI TRỢ TỔ ĐIỂM								
3	Faslink	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Túi Tote artwork Chủ Mối	50	150.000 đ	7.500.000 đ	15.000.000 đ
TỔNG GIÁ TRỊ TÀI TRỢ							7.500.000 đ	15.000.000 đ
4	VG Lab by Hoa Ta	<input checked="" type="checkbox"/>	<input type="checkbox"/>	In ấn tác phẩm triển lãm	20	286.000 đ	5.720.000 đ	0 đ
5				Voucher in tranh chất lượng cao cho thí sinh TOP 5	5	960.000 đ	4.750.000 đ	0 đ
6				Voucher in tranh chất lượng cao cho thí sinh TOP 20	15	350.000 đ	5.250.000 đ	0 đ
TỔNG GIÁ TRỊ TÀI TRỢ							15.720.000 đ	0 đ
C. NHÀ TÀI TRỢ Y TƯỜNG								
7	The XOAY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Máy chiếu/Tivi	2	300.000 đ	600.000 đ	20.000.000 đ
TỔNG GIÁ TRỊ TÀI TRỢ							600.000 đ	20.000.000 đ
8	Podo flower	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Hoa tươi và thiết kế khu vườn	1	8.000.000 đ	8.000.000 đ	0 đ
TỔNG GIÁ TRỊ TÀI TRỢ							8.000.000 đ	0 đ
D. NHÀ TÀI TRỢ TIỀN PHONG								
9	NT Architecture and Design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Gửi tư vấn vật liệu	1	10.000.000 đ	10.000.000 đ	30.000.000 đ
TỔNG GIÁ TRỊ TÀI TRỢ							10.000.000 đ	30.000.000 đ
E. NHÀ TÀI TRỢ KHƠI SẮC								
10	Drunkly 3D	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Voucher khóa học 3D Modeling dành cho thí sinh Nhất Nhì Ba	3	5.400.000 đ	16.200.000 đ	11.000.000 đ
11				Voucher khóa học 3D Modeling dành cho thí sinh Khuyến khích	2	2.880.000 đ	5.760.000 đ	
12				Voucher khóa học 3D Modeling dành cho thí sinh TOP 20	15	1.080.000 đ	16.200.000 đ	
13				Voucher khóa học 3D Basics dành cho thí sinh Nhất Nhì Ba	3	300.000 đ	900.000 đ	
14				Voucher khóa học 3D Basics dành cho thí sinh Khuyến khích	2	200.000 đ	400.000 đ	
15				Voucher khóa học 3D Basics dành cho thí sinh TOP 20	15	100.000 đ	1.500.000 đ	
TỔNG GIÁ TRỊ TÀI TRỢ							40.960.000 đ	11.000.000 đ
16	MAAC	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Học bổng VFX/3D cho thí sinh Nhất	1	20.880.000 đ	20.880.000 đ	0 đ
17				Học bổng VFX/3D cho thí sinh Nhì	2	13.920.000 đ	27.840.000 đ	
18				Học bổng VFX/3D cho thí sinh Ba	1	6.960.000 đ	6.960.000 đ	
19				Voucher trọn gói khóa học online kỹ xảo cho thí sinh TOP 20	20	12.000.000 đ	240.000.000 đ	
TỔNG GIÁ TRỊ TÀI TRỢ							295.680.000 đ	0 đ
20	Citang	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Voucher mua hàng 30%	1000	50.000 đ	50.000.000 đ	0 đ
TỔNG GIÁ TRỊ TÀI TRỢ							50.000.000 đ	0 đ
21	Bệnh viện mắt Sài Gòn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Suất phẫu thuật khúc xạ mắt cho thí sinh Nhất	1	3.000.000 đ	3.000.000 đ	10.000.000 đ
22				Suất phẫu thuật khúc xạ mắt cho thí sinh TOP 5	4	1.000.000 đ	4.000.000 đ	
23				Voucher phẫu thuật khúc xạ	112	500.000 đ	56.000.000 đ	
24				Suất phẫu thuật khúc xạ mắt cho BGK	7	3.400.000 đ	23.800.000 đ	
25				Booth đo khám mắt miễn phí tại sự kiện	1	20.000.000 đ	20.000.000 đ	
TỔNG GIÁ TRỊ TÀI TRỢ							106.800.000 đ	10.000.000 đ
26	Sol Retreat	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Vé vào cổng, trải nghiệm du lịch, xe điện, suất ăn trưa	62	500.000 đ	31.000.000 đ	30.000.000 đ
TỔNG GIÁ TRỊ TÀI TRỢ							31.000.000 đ	30.000.000 đ
E. NHÀ TÀI TRỢ ĐỊA ĐIỂM								
27	S Công studio	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Địa điểm làm triển lãm	1	22.500.000 đ	22.500.000 đ	0 đ
				Catering	1	2.500.000 đ	2.500.000 đ	
				Thi công triển lãm	1	3.600.000 đ	3.600.000 đ	
TỔNG GIÁ TRỊ TÀI TRỢ							28.600.000 đ	0 đ
TỔNG GIÁ TRỊ TÀI TRỢ HIỆN VẬT							583.260.000 đ	
TỔNG GIÁ TRỊ TÀI TRỢ HIỆN KIM							116.000.000 đ	
TỔNG GIÁ TRỊ TÀI TRỢ							699.260.000 đ	

Figure 47: Detailed sponsorship breakdown by The Unblockable Team, 2023

### 5.2.3 Partnership

PARTNERSHIP LIST		
Number	Name	Roll name
1	Long Trần	Exhibition Developer
2	Nam Tâm	Exhibition Developer
3	Khoa Trần	Art Director
4	Thuận Lê	3D Mapping Artist
5	Hảo Tăng	Fashion Designer
6	Shaaron	Fashion Designer
7	Thảo Lê	Fashion Designer
8	Phương Giang	Fashion Designer
9	Gia Huy	Fashion Designer
10	Bảo Ngân	Fashion Designer
11	Minh Uyên	Fashion Designer
12	Van Tay	Interior Designer
13	Hoài Trinh	Interior Designer
14	Phương Thảo	Interior Designer
15	Văn Trung	Interior Designer
16	Minh Trí	Interior Designer
17	Nguyễn Phi Hân	Interior Designer
18	Lê Thị Ánh Hồng	Interior Designer
19	Nguyễn Nhật Huy	Interior Designer
20	Phạm Ngọc Quỳnh Hương	Interior Designer
21	Phạm Lữ Khoa	Interior Designer

Figure 48: Creative partnership joined in exhibition set-up and design

21 multidisciplinary personnel including exhibition developer, fashion design, interior design and art director have contributed significantly to the success of the exhibition. The combination of exhibition developer and interior design created an impressive exhibition space and visualized our original exhibition concept, the 3D mapping art and fashion design contributed to highlighting the exhibition with their artworks, and the art director helped us adorn the appearance. Their collaboration creates a unique and memorable artistic event.

### 5.2.4 Social media campaign execution

#### *Kick-off new phases for online campaign*

For each new transformation in the concept of Khối Vô Vĩ, The Unblockable Team initiates that content phase with a motion graphic video accompanied by a specially produced music effect that resonates with the emotions closely tied to that creative sensation.

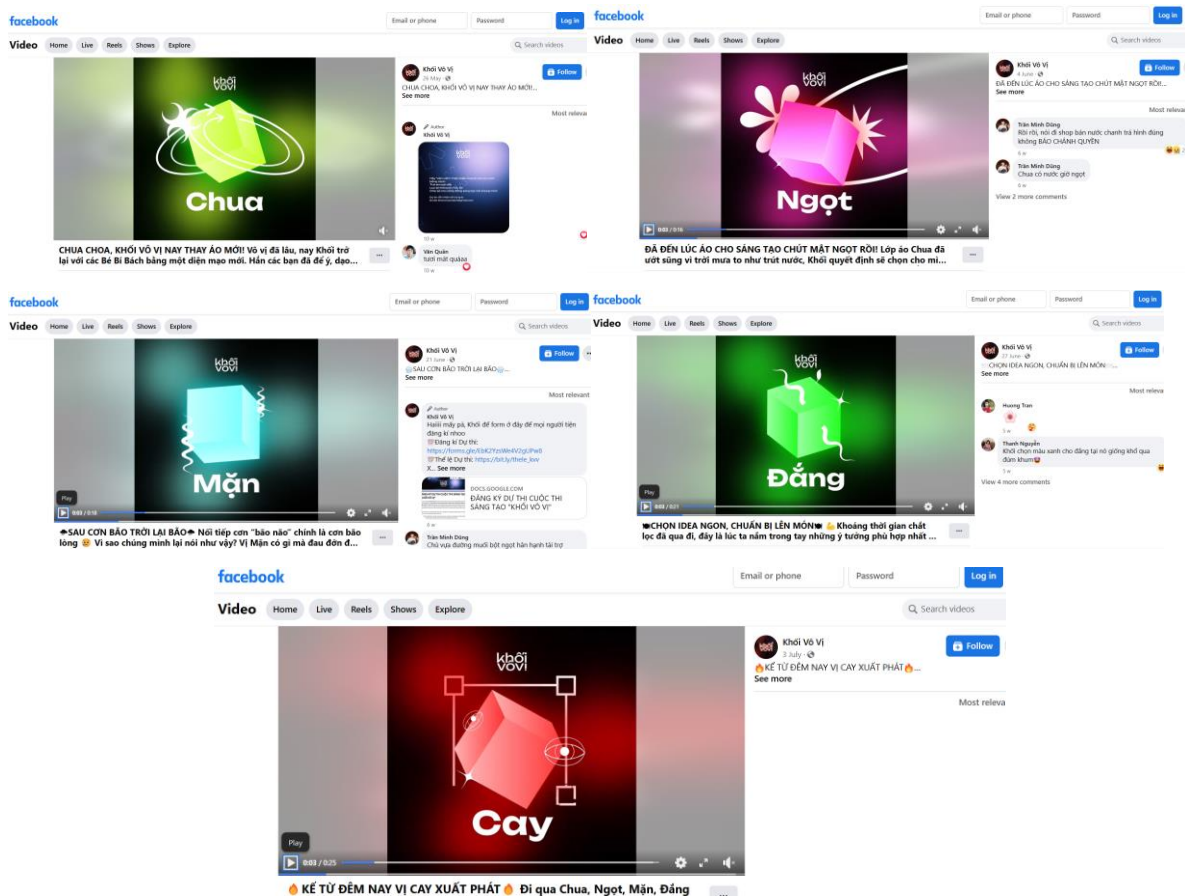


Figure 49: 5 social clips with motion graphic effect aligned with new phases in the creative concept, aired on Facebook by The Unblockable Team, 2023

With an immense volume of content and a high frequency requirement (ensuring that the fanpage doesn't go stagnant for more than 24 hours), Khối Vô Vĩ operates social media channels with a dense posting schedule (Figure 50). Therefore, The Unblockable Team utilized the Google Slides platform, where each individual slide corresponds to a single post (Figure 51). This material is used by The Unblockable Team to schedule and distribute various types of posts throughout the week, as well as to facilitate discussions and brainstorm content ideas. Additionally, all actions of content rejection or approval are also carried out on this platform. By managing and allocating tasks as described above, The Unblockable Team has produced over 160 pieces of content and distributed them across both the Facebook and Instagram platforms throughout the campaign.

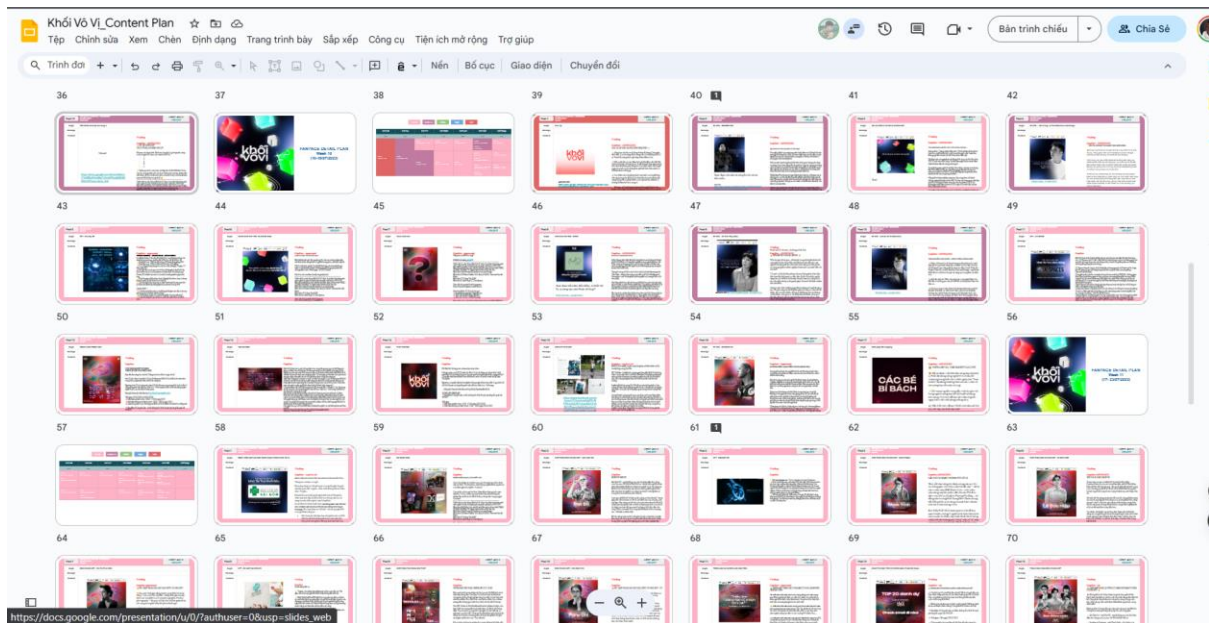


Figure 50: Overview of the Content Plan on Google slides.

Furthermore, The Unblockable Team also maintains a Content Calendar in the form of a Google Sheet to track and reconcile the number of posts. This document serves as a valuable reference for generating media reports for sponsor entities whenever necessary.

N.	Publication Date	Topic	Angle	Message	Details	Post link	
1	15/05	Khắc	Kick off	Ra mắt avatar và ảnh bìa phiên bản vô vĩ		<a href="#">Link</a>	<a href="#">Link</a>
2	16/05	Vô vĩ	AI sẽ là người thường xuyên gặp bế tắc sáng tạo?	Bế tắc sáng tạo là 'chuyện không của riêng ai'?	Deadline đang cận kề, ý tưởng lại 'đua nhau đi trốn'. Việc suy nghĩ liên tục khiến tâm trí của bạn 'đình công' không thể làm theo lời bác thầy quảng cáo nào đó 'heaven it for a while, let the ideas find you' không nghĩ ra được gì ơ ờ đã đọc 1001 'bí kíp của dân idea' cho con đường sáng tạo. Bạn có nhìn thấy mình trong những công việc (ai không?) Bối ý tưởng thật sự là một câu hỏi đi của bạn sao?	<a href="#">Link</a>	<a href="#">Link</a>
3	17/05	Vô vĩ	Những cảm giác tình thân thường thấy khi gặp bế tắc sáng tạo?	Mặc kệ giữa sự mơ hồ, sự chính xác, và mong muốn được tạo ra thành phẩm thật sự?	Trong thời đại thế giới công nghệ, thì thường yêu cầu của người ngưỡng đời hỏi chúng ta phải làm việc chính xác mọi lúc mọi nơi. Chỉ một tí sai sót công cụ thế nào là một việc. Đơn giản, yêu cầu đó lại là áp lực khiến ta đến với sáng tạo. Nhưng sáng tạo là lao động trên những cảm xúc, là sáng chế ra cái chưa từng có trong cảm xúc. Và khi đó, sự chính xác trở nên mơ hồ, và từ là sai sót công nghệ cao. Điều đó chẳng phải là lỗi, công chúng cần phải loại trừ. Vì đó chính là sự mơ hồ của lao động sáng tạo.	<a href="#">Link</a>	<a href="#">Link</a>
4	19/05	Vô vĩ	Tưởng chế tạo quốc tế - tổng kết lại biểu hiện lớn nhất của bế tắc sáng tạo	Bế tắc là khi ta chạm phải một sự thật quá trình sáng tạo. Ngột ngạt của khởi vô vĩ chính là sản phẩm của quá trình sáng tạo.	Sự minh triết đầy mê? Việc bế tắc ý tưởng có liên tục tìm đến khiến chúng ta rơi vào trạng thái trống rỗng hơn bao giờ hết. Hệt như chúng mình đã chạm phải một sự thật quá trình sáng tạo.	<a href="#">Link</a>	<a href="#">Link</a>
5	20/05	Vô vĩ	Khởi thể hiện cho audience thấy mình công vô vĩ	Khởi hôm nay không biết viết gì, chỉ biết sắp xếp từ có chủ đề đang mong chờ.	Thế nhưng, trước khi hoàn toàn bị cảm giác vô vĩ lấn át tâm trí, chúng mình đã tranh thủ dùng toàn bộ chất xám còn lại để tạo nên một sản phẩm thú vị.	<a href="#">Link</a>	<a href="#">Link</a>
6	22/05	Vô vĩ	Đầu tiên gọi mở đầu mong chờ giữa vòng xoay của bế tắc là gì?	Khuyến khích người trẻ của sáng tạo sẽ thiên về sáng tạo, khuyến khích người trẻ của sáng tạo sẽ thiên về sáng tạo.	Hãy cùng đón chờ xem chúng mình - những con người đã và đang đối diện với bế tắc sáng tạo - sẽ làm gì với nó nhất.	<a href="#">Link</a>	<a href="#">Link</a>
7	22/05	Cuộc thi	Official teaser cuộc thi (Paid media)	Cảm giác bế tắc sáng tạo chính là chủ đề của một sản phẩm nhất định.	Những hôm nay không biết viết gì, chỉ biết sắp xếp từ có chủ đề đang mong chờ.	<a href="#">Link</a>	<a href="#">Link</a>
8	23/05	Khắc	Khắc sát audience	Khắc sát để nhận được voucher từ NTT.	Những hôm nay không biết viết gì, chỉ biết sắp xếp từ có chủ đề đang mong chờ.	<a href="#">Link</a>	<a href="#">Link</a>
9	22/05	Chưa	Khi niềm đam mê bị khởi làm gì?	Khi niềm đam mê bị khởi làm gì?	Những hôm nay không biết viết gì, chỉ biết sắp xếp từ có chủ đề đang mong chờ.	<a href="#">Link</a>	<a href="#">Link</a>

Figure 51: Content Calendar of Khởi Vô Vĩ fanpage on Facebook by The Unblockable Team, 2023.



Figure 52: Overview of social media post aired on Facebook by The Unblockable Team, 2023

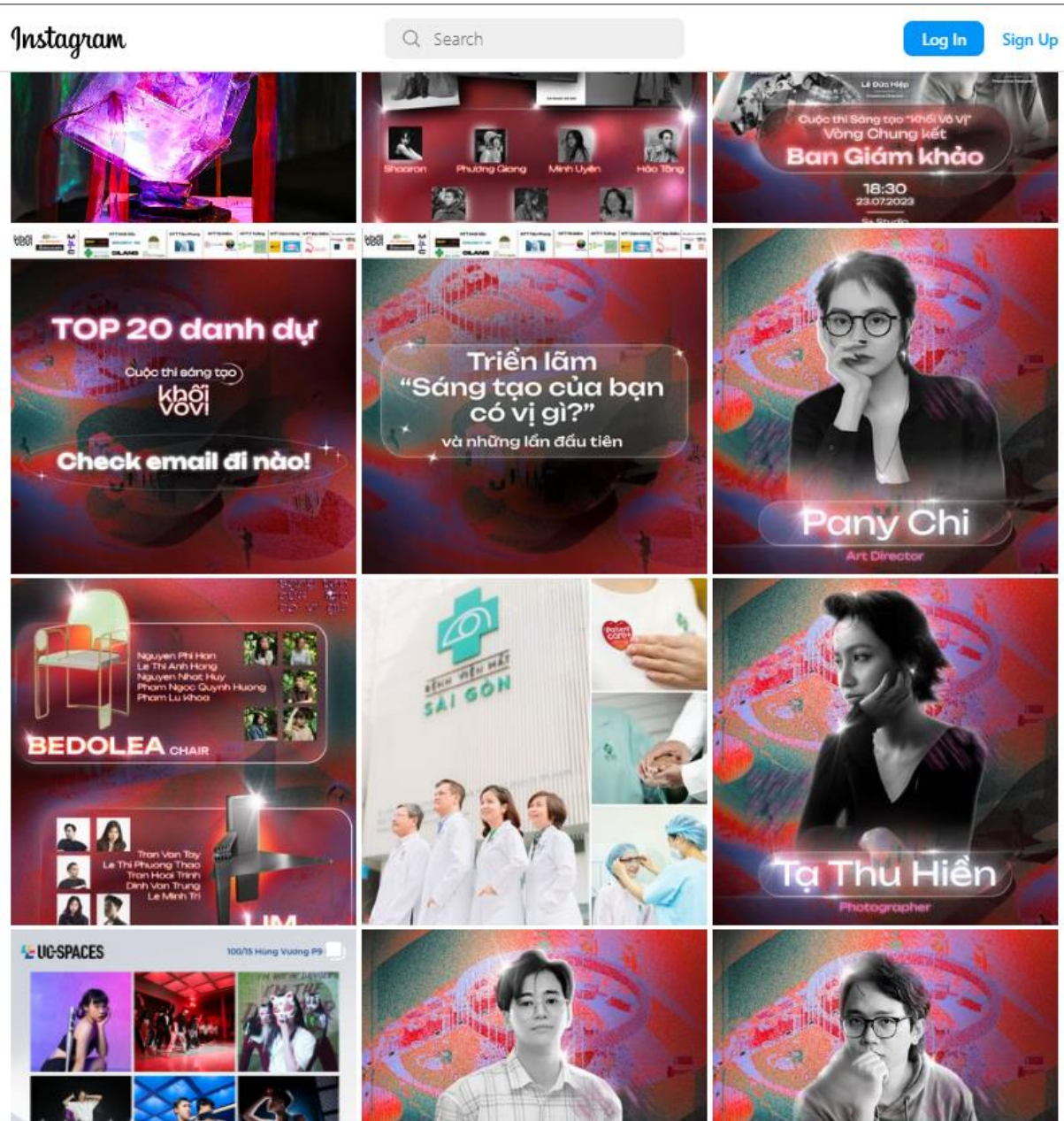


Figure 53: Overview of social media post aired on Instagram by The Unblockale Team

### 5.2.5 Media support

There are two crucial tactics that need to be emphasized in terms of communication: the Contest Poster and the Event Poster, situated at the beginning and end of the campaign. Therefore, The Unblockable Team reached out and received communication support from esteemed entities within the relevant information channels, which was well received by the creative industry in Vietnam. Organizations such as Advertising Vietnam, RGB, Libra Art and Creative, Chuyện Truyền Thông,

TONGLA Art, etc along with several other art-related clubs, participated in media supporting the crucial posts.



Figure 54: Several media-supported posts were implemented by sponsor entities, benefactors, and partner organizations.

## 5.2.6 Budget actual expense

Upon the completion of the project, when compared to the initial budget allocation of 216,281,216 VND, the actual expenditure amounted to 146,418,661 VND (Figure 55) - a difference of 69,862,555 VND less than the budgeted amount. The results demonstrate that the project managed to achieve savings while maintaining a balanced expenditure. The Unblockable Team made dedicated efforts to optimize

costs while ensuring the quality and effectiveness of the project. The activities for cost control and resource optimization have significantly contributed to these savings.

### 5.2.6.1 Overall Campaign Actual Expenses

Người lập bảng: Khánh Vương - Project Leader Ngày bắt đầu: 05/05/2023 Ngày kết thúc: 21/08/2023 <b>BẢNG THỰC CHI "KHỐI VÔ VỊ" - CAMPAIGN</b>				
STT	Hạng mục	Mô tả	Tổng cộng	Ghi chú
1	Promotional Clip		5.789.650 đ	
2	Exhibition		120.875.000 đ	
3	Creative Contest		18.905.000 đ	
4	Advertising		849.011 đ	
<b>I. Tổng</b>			<b>146.418.661 đ</b>	
<b>II. TỔNG CHI PHÍ</b>			<b>146.418.661 đ</b>	

Figure 55: Campaign Actual Expenses by The Unblockable Team, 2023

### 5.2.6.2 Advertising Actual Expenses

Người lập bảng: Khánh Vương - Project Leader Ngày bắt đầu: 05/05/2023 Ngày kết thúc: 21/08/2023 <b>BẢNG THỰC CHI "KHỐI VÔ VỊ" - ADVERTISING</b>				
STT	Hạng mục	Mô tả	Tổng cộng	Ghi chú
1	Tháng 5 - 2 Post		387.434 đ	
3	Tháng 6 - 2 Post		381.577 đ	
5	Tháng 8 - 1 Post		80.000 đ	
<b>I. Tổng</b>			<b>849.011 đ</b>	
<b>II. TỔNG CHI PHÍ</b>			<b>849.011 đ</b>	

Figure 56: Advertising Actual Expenses by The Unblockable Team, 2023

## CHAPTER VI. PRODUCTION REPORT

### 6.1 Development

#### 6.1.1 Idea development

As an important tactic to kick off the presence of the campaign on social media channels, the promotional video plays the role of introducing the main concept of the campaign - the Khối Vô Vị and reveals the creative contest will be launched two weeks later.

## **Objectives and Goals**

**Objectives:** to generate interest and anticipation for the upcoming activities by effectively introducing its core concept, 'Khối Vô Vĩ,' to the target audience - novice creatives.

**Awareness:** Increase awareness of the campaign's existence and purpose among the target audience on social media platforms.

**Engagement:** Encourage viewer engagement and interaction with the promotional clip

**Anticipation:** Build anticipation for the upcoming creative contest by hinting at its launch after two weeks.

**Call to Action:** Include a call to action (CTA) that prompts viewers to follow the campaign's social media accounts and participate in the creative contest once it's launched.

## **Goals:**

**Video Reach:** Our initial goal is to achieve a targeted reach of 15,000 reach. This signifies our ambition to ensure a substantial number of people view our video content, enhancing the campaign's visibility.

**Video Views:** Additionally, we aim to secure a minimum of 10,000 views for the video. These views demonstrate a significant level of engagement, reflecting the video's ability to capture the audience's attention and maintain their interest.

**Reactions:** Furthermore, we strive to generate at least 200 reactions (likes, comments, and shares). Reactions represent a direct indicator of audience engagement and interest, showcasing the video's resonance and its ability to spark meaningful interactions.

In essence, the video sets the stage for the entire campaign, laying the foundation for a successful launch and building the groundwork for continued engagement throughout the contest period. Through strategic messaging, enticing visuals, and a focus on core concepts, we are poised to create a buzzworthy introduction that resonates deeply with our targeted novice creatives.

### 6.1.2 Storyline development

A young artist struggled forever to paint a complete picture. The “Khối Vô Vị” appears to visualize that negative feeling. Faced with his problem, the artist who comes up with new ideas in the future will be seasoned with interesting tastes for creativity. At the same time, “Khối Vô Vị” offers a creative contest where young people freely share their personal experience stories on the topic of creative block.

## Storyline

Một họa sĩ vẽ hoài vẽ mãi không được bản sketch ưng ý. Anh xóa đi, vẽ lại, vô giấy liên tục từ sáng đến tối.

**VO Khối vô vị: Nhàm chán. Nhặt nhèo. Mắt động lực.**

Họa sĩ ngã người ra buông xuôi bất lực. Bỗng anh ngược lên nhìn. Trên bàn làm việc bỗng xuất hiện một khối lập phương màu trắng. Chuyển cảnh, một nhiếp ảnh gia đang đứng trên cầu giờ ống kính lên ngắm bỗng phải hạ xuống vì sợ hãi. Chuyển cảnh, NTK thời trang nằm xuống ghế sofa thờ dài khi vẫn chưa phác họa được thiết kế ưng ý.

**VO Khối vô vị: Tôi xuất hiện mỗi khi bạn bế tắc. Một bản vẽ vẫn chưa hề ưng ý, một ống kính chưa biết ngắm vào đâu. Thật vô vị, phải không?**

Nhiếp ảnh gia nhìn lại gần khối vô vị, trên đó xuất hiện một vết nứt. Nhìn vào khe nứt, một loạt các cảm giác lạ xẹt qua - Chua, Ngọt, Mặn, Đắng, Cay với nhiều màu sắc và ánh sáng phối trộn trôi nhanh qua tâm trí.

Trở về thực tại, khối vô vị đã nhiều màu, họa sĩ cảm bỗng có ý tưởng, chiếc đèn trong phòng đột nhiên bật sáng.

Kết phim, thông tin về cuộc thi sáng tạo Khối Vô Vị được hiện lên lần lượt kèm voice over.

Figure 57: Promotional clip storyline development by The Unblockable Team, 2023

## 6.2 Pre-production

### 6.2.1 Human resources

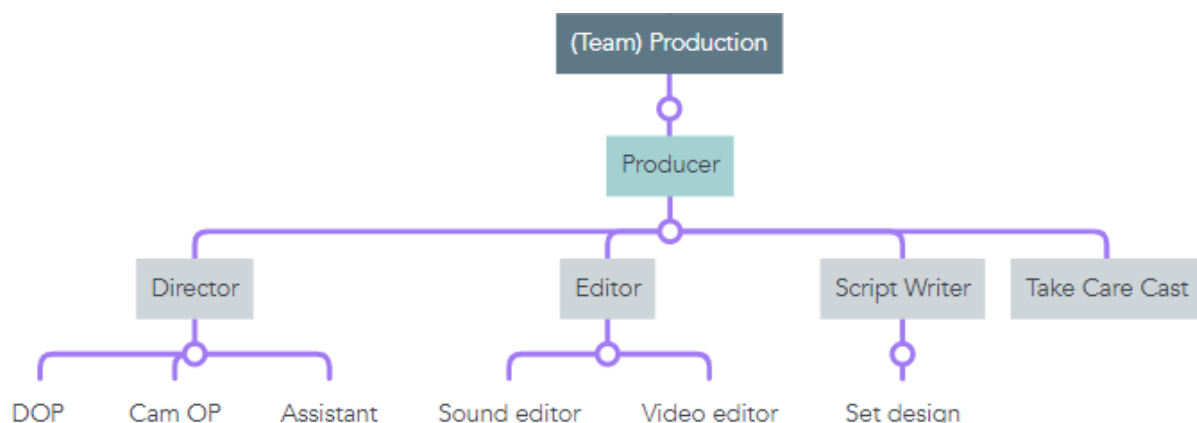


Figure 58: Work Allocation Tree Model Across the Production activity by The Unblockable Team, 2023

Tên dự án: "KHỎI VỎ VỊ" Người lập: Khánh Vương Ngày bắt đầu đồ án: 01/05/2023 - 01/08/2023			
"KHỎI VỎ VỊ" - PRODUCTION JOB DESCRIPTION			
STT	Job Title	Scope of work	Quantity
1	Producer	<ul style="list-style-type: none"> <li>- Production planning</li> <li>- Revenue and expenditure management</li> <li>- Prepare documents and contracts</li> <li>- Supervising producer</li> </ul>	1
2	Script Writer	<ul style="list-style-type: none"> <li>- Scriptwriting</li> <li>- Casting talent</li> </ul>	1
3	Director	<ul style="list-style-type: none"> <li>- Directing scenes &amp; actors</li> <li>- Casting talents</li> <li>- Analyzing the script</li> </ul>	1
4	Set Design	<ul style="list-style-type: none"> <li>- Preparing necessary props for the set</li> <li>- Set design, scenery design</li> <li>- Set construction, scenery construction</li> </ul>	2
5	DOP	<ul style="list-style-type: none"> <li>- Planning the execution of the scene</li> <li>- Adjusting the lighting on set</li> <li>- Managing the filming equipment</li> </ul>	1
6	Cam Operator	<ul style="list-style-type: none"> <li>- Responsible for filming the video clip</li> <li>- Adjusting the filming equipment</li> <li>- Ensuring the quality of the equipment</li> </ul>	2
7	Editor	<ul style="list-style-type: none"> <li>- Editing the overall layout of the video clip</li> <li>- Editing the audio</li> <li>- Selecting appropriate scenes</li> <li>- Adjusting the color and lighting</li> </ul>	3
8	Take Care Cast	<ul style="list-style-type: none"> <li>- Managing the schedule of talents</li> <li>- Ensuring talents arrive on time and at the designated location</li> <li>- Assisting in preparing meals and beverages for talents</li> </ul>	1

Figure 59 : Production Job Description by The Unblockable Team, 2023

### 6.2.2 Budget estimation

The budget projection table for our production activity is listed and reported in the (Figure 60). The items are budgeted to cover expenses for personnel hiring, talent fees, location costs, set design props, equipment rental, catering, and other miscellaneous expenses. For details, please refer to the Appendix.





Figure 62: Location rental agreement Sample by The Unblockable Team, 2023

## 6.2.4 Scouting

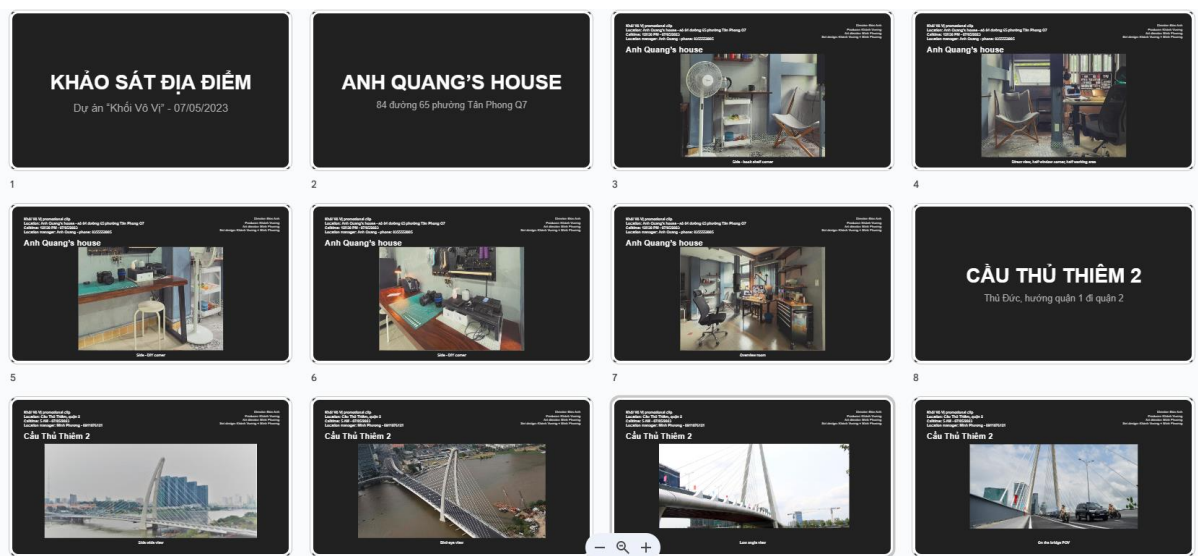


Figure 63: Location scouting by The Unblockable Team, 2023

With the given storyline and the planned shooting schedule for a single day, the film crew needs to find three different settings to feature the three main characters of the story. Among them, the characters of the artist and the fashion designer are both indoor scenes. Therefore, these two characters can share a common indoor setting, such as a workspace or a bedroom. With the location "Anh Quang's House" that we have identified, two distinct corners can be utilized. One corner would serve as the primary workspace with a computer setup and a desk, while the other corner would be the opposite side of the room, potentially accommodating a bed or a sofa where the character could recline. Utilizing a different top view angle from the first corner will create visual contrast.

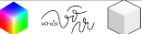
As for the photographer character, the film crew's requirement is to find a location with a high vantage point and the ability to shoot early in the morning. Thus, there is no better option than choosing the nearby "Thu Thiem 2 Bridge" to stand at its highest point, simulating the setting as if the character is standing on the rooftop of a tall building.

## 6.2.5 Director treatment



Figure 64: Director treatment for promotional clip by The Unblockable Team, 2023

## 6.2.6 Shotlist

Thay 7				KHÔNG ĐƯỢC SỬ DỤNG	
07.05.2023				KHÔNG ĐƯỢC SỬ DỤNG	
KHÔNG ĐƯỢC SỬ DỤNG		CALL TIME: 14:07 P.M (TRUNG/CHUNG)		KHÔNG ĐƯỢC SỬ DỤNG	
08:00 - 08:15		08:15 - 08:30		08:30 - 08:45	
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09:30 - 09:45		09:45 - 10:00		10:00 - 10:15	
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## 6.2.7 Casting

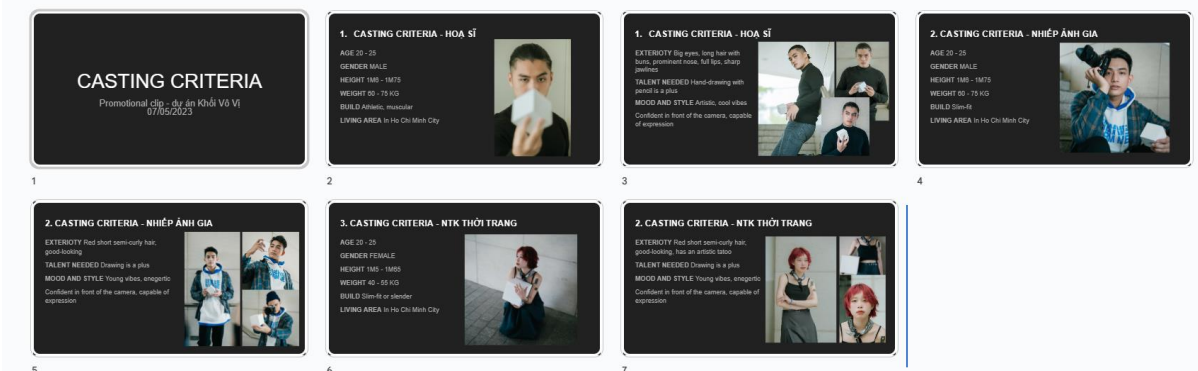


Figure 66: Casting criteria for promotional clip by The Unblockable Team, 2023

## 6.2.8 Costume

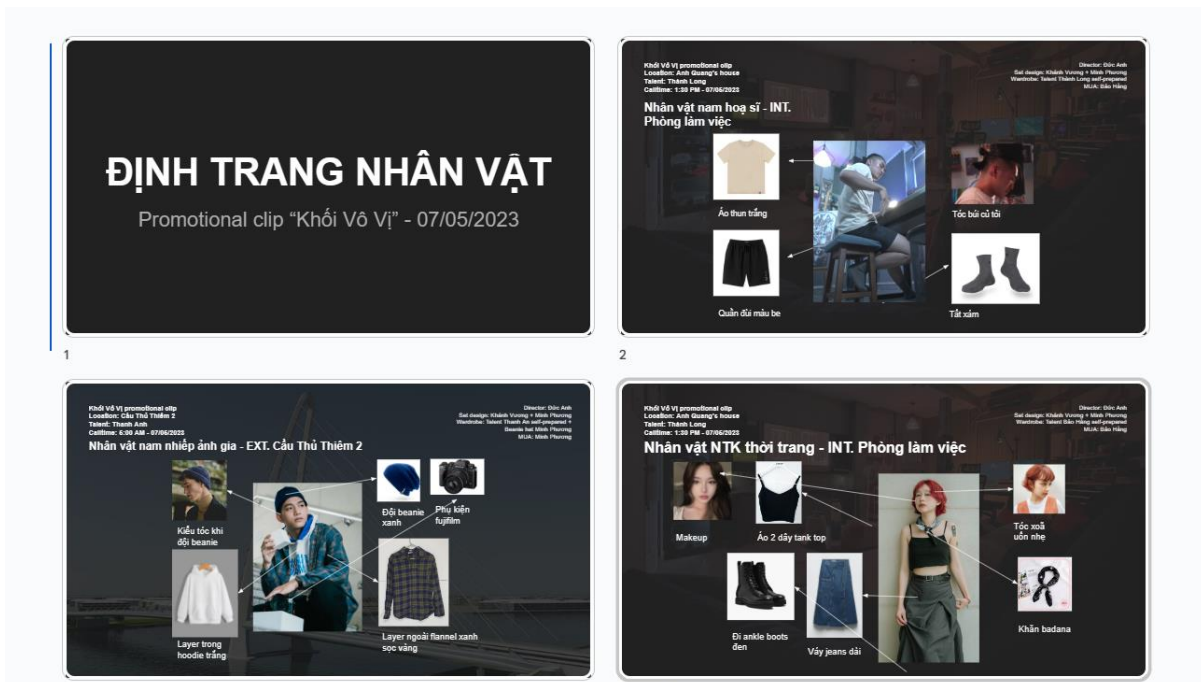


Figure 67: Costume setting for promotion clip by The Unblockable Team, 2023

## 6.2.9 Risk management

The risk management table is provided for the purpose of preventing potential risks that may occur during the on-set process and suggesting solutions (Figure 67). In this way, the risk management table ensures efficiency and safety for the production project

No.	Risk Description	Level					Action to Prevent/ Minimize	Person In Charge	Leader	Coordinator	Note
		1	2	3	4	5					
1	Làm mất, hỏng thiết bị						Sắp xếp vị trí thiết bị gọn gàng Chuẩn bị check-list thiết bị cho set quay	Cam operator	DOP	Chấn Hưng	
2	Mất source quay						Luôn backup ít nhất 2 thiết bị lưu trữ Check source cẩn trọng	Cam operator	Director	Minh Phương	
3	Thiếu kịch bản						Double check file in ấn kịch bản In sẵn nhiều bản trước khi đến ngày on set Đảm bảo diễn viên học thuộc kịch bản.	Editor	Director	Minh Phương	
4	Diễn viên đến trễ, không có mặt						Nhắc lịch quay và di chuyển trước khi quay cho diễn viên. Hỏi thúc diễn viên đến đúng giờ hoặc có xe đưa đón diễn viên. Luôn kiểm tra tình hình sức khoẻ của diễn viên. Luôn kiểm tra tiến độ di chuyển của diễn viên.	Take care talent	Producer	Ngọc Khánh	
5	Hồng địa điểm quay						Nhắc nhở ekip cẩn thận trong quá trình quay. Nghiêm cấm các hành động gây nguy hại đến địa điểm quay.	Producer	Producer	Ngọc Khánh	
6	Xê dịch vị trí đồ trong địa điểm quay						Chụp ảnh trước khi bắt đầu set quay. Lập check-list các khu vực cần được lưu ý. Double check để trả set nguyên vẹn như ban đầu.	Set Design	Director	Minh Phương	
7	Catering đến trễ						Scout và đặt suất ăn trước ngày quay Giữ liên lạc với bên cung cấp catering.	Producer Assistant	Producer	Ngọc Khánh	

Figure 68: Illustrative of Promotional clip Risk Management Table by The Unblockable Team, 2023.

## 6.2.10 Callsheet

DỰ ÁN TRUYỀN THÔNG KHỎI VỎ VỊ			LỊCH QUAY NGÀY 07/05/2023				Ngày 07 Tháng 05 Năm 2023	
Tổ chức sản xuất: Vương Ngọc Khánh			Địa điểm quay: Anh Quang house				Lệnh sản xuất: Vương Ngọc Khánh	
Đạo diễn: Huỳnh Đức Anh			Tổ				Số điện thoại phim trường: 0355552005	
Trợ lý đạo diễn 1: Không			Giờ tập trung				Thời gian bình minh: 06:33	
Trợ lý đạo diễn 2: Không			Người liên hệ				Thời gian hoàng hôn: 18:07	
Trợ lý sản xuất: Nguyễn Chấn Hưng			ĐT				Bệnh viện gần nhất: BV Quận 8	
Giờ rehearsal: 19:00 ngày 06/05/2023			Vô Minh Phương				Số dt: 028.38506133	
Giờ bắt đầu quay: 14:00			Lê Đức					
Giờ kết thúc: 21:45			Vương Ngọc Khánh					
			Phục trang/ Make up					
			09032478903					
CẢNH	BỐI CẢNH	NỘI DUNG	GIỜ QUAY	THỜI GIAN SETUP	NHÂN VẬT	PHỤC TRANG	ĐẠO CỤ	
9	Phòng làm việc	Fashion designer nằm xuống	14:00	15 phút	Fashion designer	Váy, áo quây, nhẫn	Gối, sofa, bàn vẽ, bút, kéo, thước	
10	Phòng làm việc	Fashion designer cầm tranh	14:20		Fashion designer	Váy, áo quây, nhẫn	Gối, sofa, bàn vẽ, bút, kéo, thước, tranh	
4	Phòng làm việc	Artist vẽ tranh	15:00	25 phút	Artist	Áo thun, quần đùi, vớ	Bàn làm việc, giấy tờ, tranh vẽ, bút, gôm	
5	Phòng làm việc	Bút chì gãy ngòi	15:45		Artist	Áo thun, quần đùi, vớ	Bàn làm việc, giấy tờ, tranh vẽ, bút, gôm	
3	Phòng làm việc	Artist quảng bản vẽ đi	16:40	15 phút	Artist	Áo thun, quần đùi, vớ	Bàn làm việc, giấy tờ, tranh vẽ, bút, gôm	
1	Phòng làm việc	Artist loay hoay bên bàn làm việc	17:00		Artist	Áo thun, quần đùi, vớ	Bàn làm việc, giấy tờ, tranh vẽ, bút, gôm	
2	Phòng làm việc	Artist cuộn tờ giấy đang vẽ	18:00	20 phút	Artist	Áo thun, quần đùi, vớ	Bàn làm việc, giấy tờ, tranh vẽ, bút, gôm	
6	Phòng làm việc	Artist dựa lưng ra ghế	18:30		Artist	Áo thun, quần đùi, vớ	Bàn làm việc, giấy tờ, tranh vẽ,ghế	
9	Phòng làm việc	Artist quay đầu lại nhìn	19:00	20 phút	Artist	Áo thun, quần đùi, vớ	Bàn làm việc	
13	Phòng làm việc	Artist đứng dậy tiến lại bàn nhìn khối	19:30		Artist	Áo thun, quần đùi, vớ	Bàn làm việc, khối vỏ vẹ	
8	Phòng làm việc	Khối vỏ vẹ bay lơ lửng	20:00		Artist	Áo thun, quần đùi, vớ	Bàn làm việc, khối vỏ vẹ	
15a	Phòng làm việc	Mặt của artist siêu cận	20:20	10 phút	Artist	Áo thun, quần đùi, vớ	Bàn làm việc, khối vỏ vẹ	
16	Phòng làm việc	Artist cầm trên tay khối vỏ vẹ	20:40	15 phút	Artist	Áo thun, quần đùi, vớ	Bàn làm việc, khối vỏ vẹ	
16b	Phòng làm việc	Khối vỏ vẹ chuyển màu	21:15		Artist	Áo thun, quần đùi, vớ	Bàn làm việc, khối vỏ vẹ	
17	Phòng làm việc	Artist nhìn vào khối vỏ vẹ	21:45	5 phút	Artist	Áo thun, quần đùi, vớ	Bàn làm việc, khối vỏ vẹ	
DIỄN VIÊN			NHAN VẬT	TẠI SET	GIỜ CÓ MẶT	GIỜ VỀ	TẠI SET	SĐT
Nguyễn Thành Long			Artist	Phòng làm việc	14h00	21h45	Phòng làm việc	0334986942
Huỳnh Lê Bảo Hằng			Fashion designer	Phòng làm việc	13h00	15h00	Phòng làm việc	0898411601
YÊU CẦU								
ĐẠO CỤ/ THIẾT KẾ: Mang theo Khối Vỏ Vẹ trắng, Khối Vỏ Vẹ màu có dây led, Poster, Khung tranh, bàn vẽ								
PHỤC TRANG/TRANG DIỂM: Makeup chi che khuyết điểm, không hoá trang								
ÁNH SÁNG Mang bolly, giá nâng, dana								
MÂY QUAY ATC								

Figure 69: Callsheet for promotional clip at location Anh Quang's house by The Unblockable Team, 2023

<b>DỰ ÁN TRUYỀN THÔNG KHÔI VỞ VỊ</b>		<b>LỊCH QUAY NGÀY 07/05/2023</b>				Ngày 07 Tháng 05 Năm 2023	
Tổ chức sản xuất: Vương Ngọc Khánh						Lệnh sản xuất: Vương Ngọc Khánh	
Đạo diễn: Huỳnh Đức Anh		Địa điểm quay: Cầu Thủ Thiêm 2					
Trợ lý đạo diễn 1: Không							
Trợ lý đạo diễn 2: Không							
Trợ lý sản xuất: Nguyễn Chuẩn Hưng							
Giờ rehearsal: 18:00 ngày 06/05/2023		<b>TỔ</b>	<b>Giờ tập trung</b>	<b>Người liên hệ</b>	<b>ĐT</b>	Số điện thoại phim trường: 0355552005	
Giờ bắt đầu quay: 5:30		Thiết kế	5:00	Vũ Minh Phương	0911876121	Thời gian bình minh:	05:33
Giờ kết thúc: 6:45		Ánh sáng	5:00	Lê Đức	0396081000	Thời gian hoàng hôn:	18:07
		Máy quay	5:00	Lê Đức	0396081000	Bệnh viện gần nhất:	BV Quận 2
		Phục trang/ Make up	5:00	Vương Ngọc Khánh	09032478903	Số dt:	028 5432 7888
		---					
<b>CẢNH</b>	<b>BỐI CẢNH</b>	<b>NỘI DUNG</b>	<b>GIỜ QUAY</b>	<b>THỜI GIAN SETUP</b>	<b> NHÂN VẬT</b>	<b>PHỤC TRANG</b>	<b>ĐẠO CỤ</b>
1	Cầu Thủ Thiêm 2	Photographer ngắm ống kính rồi hạ xuống	5:30	15 phút	Photographer	Nón beanie, áo flannel, áo thun	Máy ảnh Fujifilm
<b>DIỄN VIÊN</b>	<b> NHÂN VẬT</b>	<b> TẠI SET</b>	<b>GIỜ CÓ MẶT</b>	<b>GIỜ VÉ</b>	<b> TẠI SET</b>	<b>SĐT</b>	
	Nguyễn Thanh An	Artist	Cầu Thủ Thiêm 2	5h00	6h30	Cầu Thủ Thiêm 2	0945283008
<b>YÊU CẦU</b>							
<b>ĐẠO CỤ/ THIẾT KẾ:</b> Mang theo máy ảnh							
<b>PHỤC TRANG/TRANG DIỂM:</b> Makeup chỉ che khuyết điểm, không hoá trang							
<b>ÁNH SÁNG:</b> Mang hết sáng							
<b>MÁY QUAY:</b> ATC							

Figure 70: Callsheet for promotional clip at location Thủ Thiêm 2 bridge by The Unblockable Team, 2023

### 6.2.11 Checklist

The checklist ensures that all necessary items for the production phase are prepared and utilized efficiently. It lists in detail the items, equipment, and materials required during the on-set process. By using this checklist, the production team can ensure that no essential items are overlooked or missing, while also being well-prepared to carry out the activities.





























CHECKLIST VẬT DỤNG					
Người lập: Khánh Vương Tên dự án: Promotional Clip Ngày bắt đầu: 01/05/2022 - Ngày kết thúc: 7/05/2022					
No.	Hạng mục	Số lượng	Đơn vị tính	Hình ảnh	Notes
1	Mũ beanie	1	Cái		
2	Hoodie	1	Cái		
3	Khăn Vải Vải lớn	1	Cái		
4	Khăn Vải Vải nhỏ	1	Cái		
5	Topper	1	Tấm		
6	Chân	1	Cái		
7	Poster dán tường	20	Tấm		
8	NO Promiel	2	Cái		
9	Lens Sony 24-70gm	1	Cái		
10	Lens Sony 16-35gm	1	Cái		
11	Full set FX3	1	Bộ		
12	Lens Sony 70-200gm	1	Cái		
13	Đèn Nova 300	2	Cái		
14	Đèn kìm	2	Cái		
15	Đèn Aperture	2	Cái		
16	Dana	1	Cái		
17	Máy Haze	1	Cái		
18	Tranh in formax	1	Tấm		
19	Bút chì	5	Cái		
20	Gôm	1	Cái		
21	Giấy trắng	1	Sấp		
22	Kịch bản	10	Tờ		
23	Phong bì	2	Cái		
24	Compass	1	Cái		
25	Giấy note	1	Sấp		
26	Giấy viết	3	Cái		
27	Giấy kho	2	Cái		
28	Túi sơ cứu y tế loại A	1	Bộ		

Figure 71: Promotional clip's Equipment Checklist by The Unblockable Team, 2023

## 6.3 Production

### 6.3.1 Shooting timeline

STT	CẢNH	BỐI CẢNH	NỘI DUNG	GIỜ QUAY	THỜI LƯỢNG
1	1A	Cầu Thủ Thiêm 2	Photographer ngắm ống kính rồi hạ xuống	05:30:00	1:00:00
2	9	Phòng làm việc	Fashion designer nằm xuống	14:00:00	0:15:00
3		Phòng làm việc	Set design và set máy cảnh 10		0:05:00
4	10	Phòng làm việc	Fashion designer cầm tranh	14:20:00	0:15:00
5	4	Phòng làm việc	Artist vẽ tranh	14:35:00	0:20:00
6		Phòng làm việc	Set design và set máy cảnh 5		00:50:00
7	5	Phòng làm việc	Bút chì gãy ngòi	15:45:00	0:25:00
8		Phòng làm việc	Set design và set máy cảnh 3		0:30:00
9	3	Phòng làm việc	Artist quăng bản vẽ đi	16:40:00	0:15:00
10		Phòng làm việc	Set design và set máy cảnh 1B		0:05:00
11	1B	Phòng làm việc	Artist loay hoay bên bàn làm việc	17:00:00	0:40:00
12		Phòng làm việc	Set design và set máy cảnh 2		0:20:00
13	2	Phòng làm việc	Artist cuộn tờ giấy đang vẽ	18:00:00	0:25:00
14		Phòng làm việc	Set design và set máy cảnh 6		0:05:00
15	6	Phòng làm việc	Artist dựa lưng ra ghế	18:30:00	0:20:00
16		Phòng làm việc	Set design và set máy cảnh 9		0:10:00
17	9	Phòng làm việc	Artist quay đầu lại nhìn	19:00:00	0:15:00
18		Phòng làm việc	Set design và set máy cảnh 13		0:15:00
19	13	Phòng làm việc	Artist đứng dậy tiến lại bàn nhìn khối	19:30:00	0:20:00
20		Phòng làm việc	Set design và set máy cảnh 8		0:10:00
21	8	Phòng làm việc	Khối vô vị bay lơ lửng	20:00:00	0:10:00
22		Phòng làm việc	Set design và set máy cảnh 15		0:10:00
23	15	Phòng làm việc	Mắt của artist siêu cận	20:20:00	0:15:00
24		Phòng làm việc	Set design và set máy cảnh 16a		0:05:00
25	16a	Phòng làm việc	Artist cầm trên tay khối vô vị	20:40:00	0:15:00
26		Phòng làm việc	Set design và set máy cảnh 16b		0:25:00
27	16b	Phòng làm việc	Khối vô vị chuyển màu	21:15:00	0:15:00
28		Phòng làm việc	Set design và set máy cảnh 17		0:30:00
29	17	Phòng làm việc	Artist nhìn vào khối vô vị	21:45:00	0:15:00

Figure 72: Shooting timeline of 2 locations by The Unblockable Team, 2023

## 6.4 Post-production

### 6.4.1 Offline editing

Having the QTAKE software on hand allows the team to perform offline cuts right at the shooting location, ensuring immediate consensus among the director of photography, director, producer, and screenwriter. This eliminates the need for on-set logs to record changes or technical errors, streamlining the offline editing process. The unified decision-making at the scene, enabled by QTAKE, enhances efficiency and facilitates smoother post-production, saving valuable time and ensuring a more seamless transition from shooting to editing.



Figure 73: Onset Qtake workplace by The Unblockable Team, 2023

Even after finalizing the on-location shots, the team still needs to confer and refine the cut to make it even more perfect. This process often involves fine-tuning the edits, adjusting the color, adding sound effects, and seamlessly piecing together the frames. Sometimes, these adjustments can bring about a comprehensive change in the film's emotion and perspective, delivering a more engaging and higher-quality experience for the audience. All these elements require careful attention and strong collaboration within the production team to create beautiful and creatively rich work.

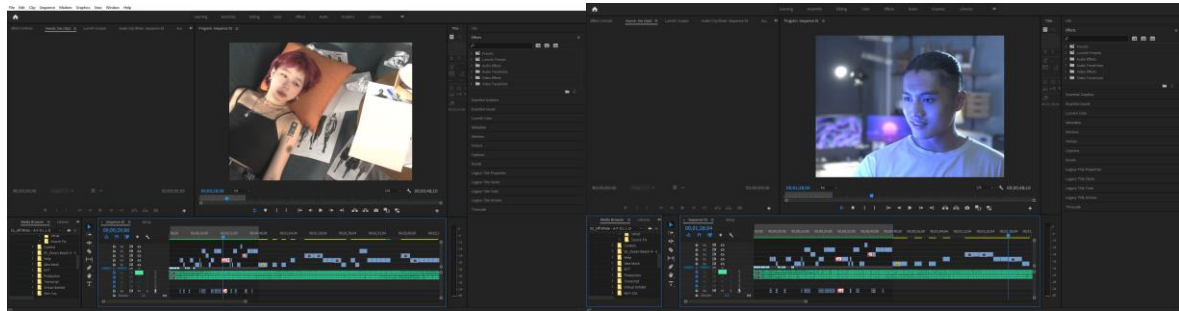


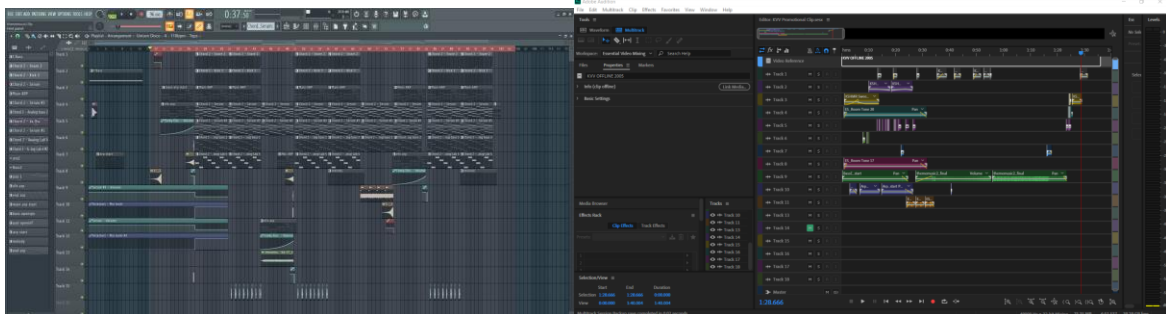
Figure 74: Offline editing on Adobe Premiere by The Unblockable Team, 2023

## 6.4.2 Online editing

### Music and sound effect design

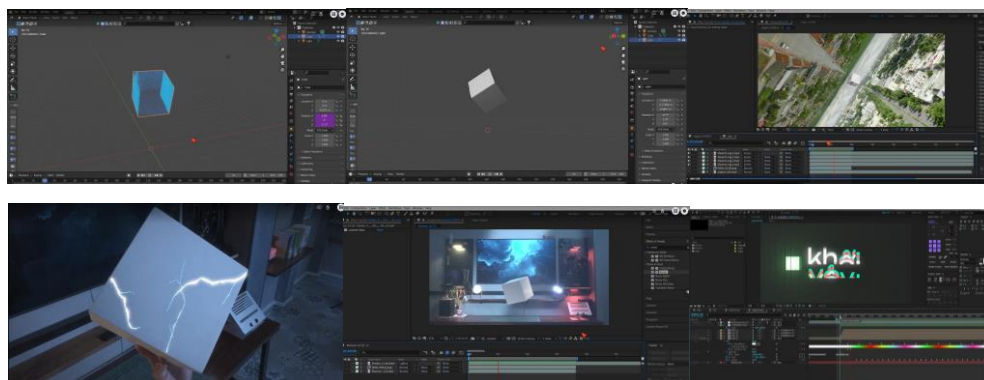
The sound design for the promotional clip is meticulously crafted to evoke a tense atmosphere without veering into excessive horror, showcasing the characters' enigmatic struggle when faced with a creative block. The music takes center stage, following a synth-wave style with futuristic undertones and a captivating melody,

symbolizing the climactic phase when the artists finally break through their creative block, leaving behind any lingering negative thoughts about it. The combination of carefully selected sound effects and this uplifting musical composition creates a powerful and immersive experience, engaging the audience and leaving a lasting impression. By striking this delicate balance, we ensure that the promotional clip resonates deeply with viewers, conveying the essence of the creative process and the triumph that follows overcoming challenges.



*Figure 75: Theme music composing on FL Studio and Promotional Clip Sound designing on Adobe Audition by The Unblockable Team, 2023*

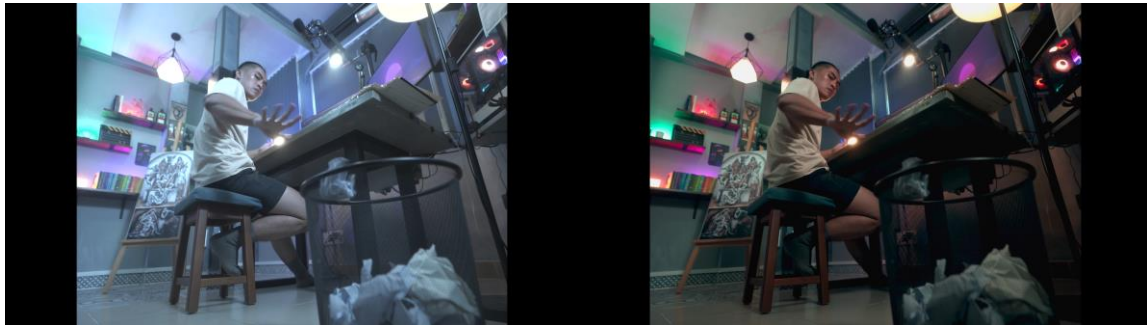
### 6.4.3 Visual effect design



*Figure 76: VFX Editing on Blender and Adobe After Effect by The Unblockable Team, 2023*

The VFX segment is meticulously detailed, presenting the image of a creative block as a complex cube undergoing multiple stages, mirroring the various phases of the creative process. The transformation of this cube mirrors the artist's journey – from initial struggle and confinement to gradual breakthroughs and expansion. As the cube shifts and evolves, it symbolizes the challenges, breakthroughs, and growth that occur during the creative journey. The visual effects emphasize the intricate nature of the

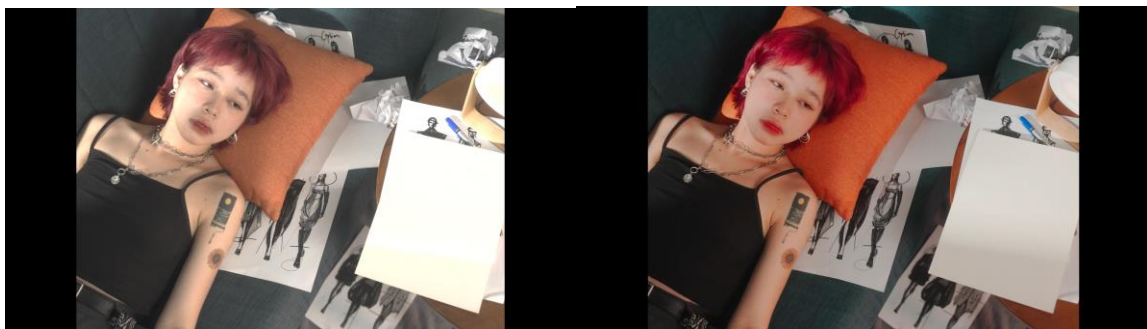
creative block, highlighting the artist's perseverance and eventual triumph. This dynamic representation not only enhances the visual appeal but also deepens the audience's understanding of the creative struggle, making the promotional clip a captivating and thought-provoking experience.



*Figure 77: 3D model sculpting on Blender and VFX Editing on Adobe After Effect*

*Color grading by The Unblockable Team, 2023*

In the process of color grading the visual artist scene, increasing saturation and paying special attention to shades of blue and purple add an enchanting allure to the scene. This not only creates a mesmerizing sensation for viewers but also underscores the invisible pressure that artists must endure, especially when dealing with creative blocks.



*Figure 78: Adobe After Effect Color grading by The Unblockable Team, 2023*

In the fashion designer's scene, the emphasis on warm color tones intensifies the sensation of heat and suffocation. This approach also contributes to evoking the overwhelming feeling experienced by the character, the fashion designer, as they encounter a creative block. The color palette, dominated by fiery hues, mirrors the

designer's inner struggles, capturing the stifling atmosphere of their creative challenge.

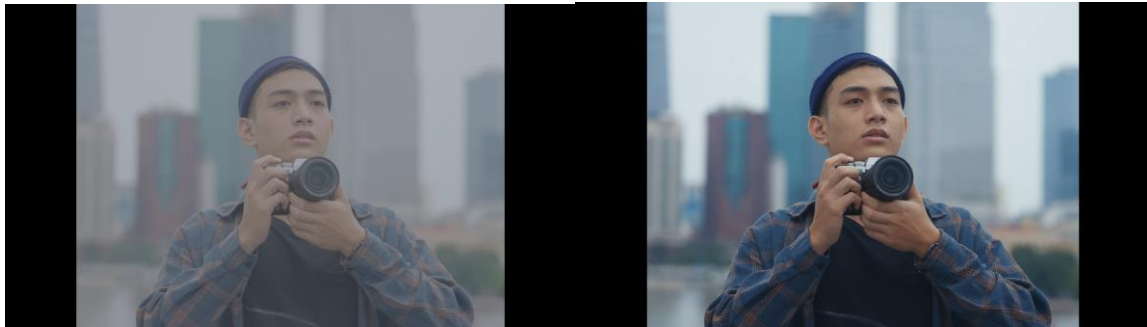


Figure 79: Adobe After Effect Color grading by The Unblockable Team, 2023

In the scene featuring the character of a photographer, the outdoor lighting conditions resulted in less-than-ideal colors in the initial shot. We addressed this issue by enhancing saturation and adjusting the brightness, contrast, and other elements to deliver a more aesthetically pleasing image.

## 6.5 Distribution

### 6.5.1 Social media air: on Facebook and Instagram

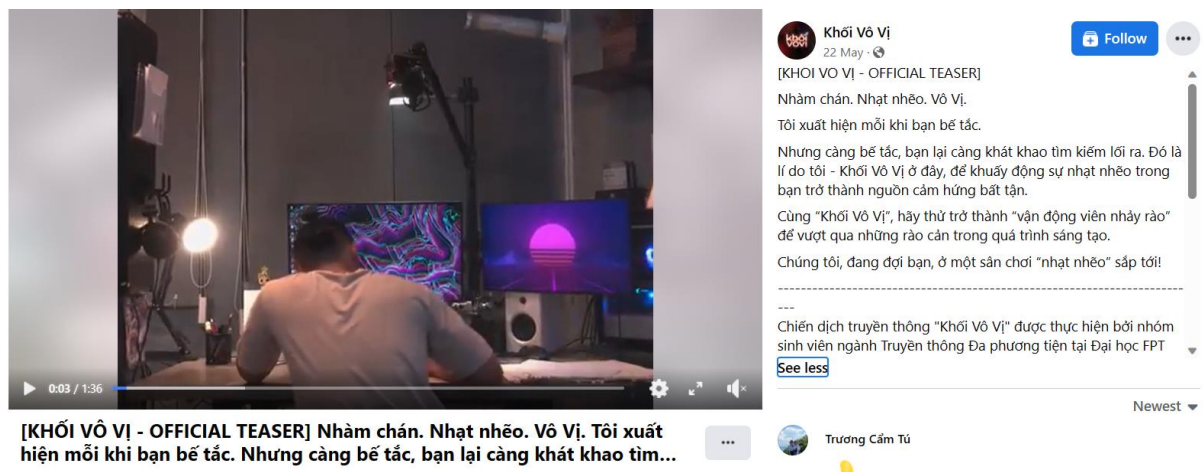


Figure 80: Promotional clip video aired on Facebook platform by The Unblockable Team, 2023

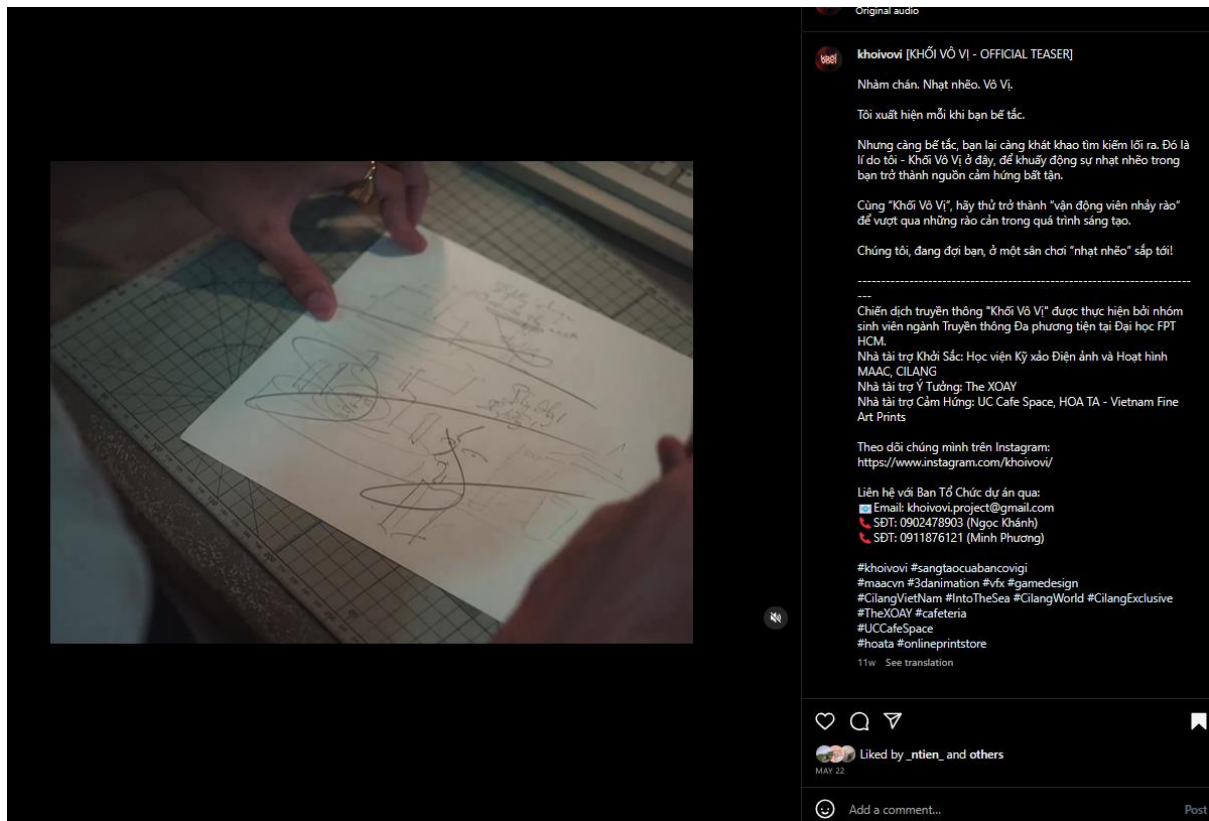


Figure 81: Promotional clip video aired on Instagram platform by The Unblockable Team, 2023

## CHAPTER VII. EXHIBITION REPORT

### 7.1 Planning

#### 7.1.1 Objectives:

**Well-defined concept:** Define a appropriate concept for the exhibition that ties the artworks or exhibits together, this includes developing a narrative or storyline that guides the visitor's journey.

**Curatorial Excellence:** Curate a high-quality selection of artworks or exhibits that align with the theme and effectively communicate the intended message.

**Visitor Experience:** Design the exhibition layout, lighting, signage, and interactive elements to create an engaging and memorable experience for visitors.

**Educational Content:** Create informative labels, brochures, audio guides and other materials that provide context and insights about the exhibition.

Logistics and Planning: Ensure efficient logistical planning, including space reservation, transportation of artworks, security measures, and scheduling of events.

Evaluation and Feedback: Collect feedback from visitors, artists, and stakeholders to assess the success of the exhibition in meeting its goals. Use this feedback to improve future plans.

### **7.1.2 Goals:**

Showcase: The primary goal of an exhibition is to showcase over 30 collections of artworks to the target audience. The exhibition should effectively display the chosen theme, subject matter, or concept.

Engagement: Engage and captivate over 600 visitors by creating an immersive and interactive experience that encourages them to explore, learn, and interact with the exhibits.

By setting clear goals and objectives, the campaign's exhibition can provide a meaningful and enriching experience for visitors while achieving its intended impact and outcomes.

### **7.1.3 Creative contest planning**

The reason the contest is a part of the event is because this creative contest serves as the origin for the organizers to acquire artworks along with a specialized judges, in order to gather resources and essential elements for hosting a distinctive event within this project.

### **7.1.4 Creative contest Objectives and Goals**

#### **7.1.4.1 Objectives**

Foster Creativity and Expression: The primary objective of the creative contest is to encourage participants to explore and express their creativity while addressing the concept of "Khối Vô Vị" (creative block). It aims to provide a

platform for individuals to break through creative barriers and find unique ways to communicate their experiences and emotions.

**Raise Awareness and Understanding:** The contest seeks to raise awareness about the challenges of creative block and its impact on artistic and personal expression. By visualizing this concept, participants contribute to a better understanding of the struggles and frustrations that artists often face.

**Showcase Diverse Perspectives:** The contest aims to showcase a wide range of perspectives on creative block, reflecting the diverse experiences and backgrounds of the participants. It encourages entrants to share their personal stories and thoughts, contributing to a rich collection of artistic interpretations.

**Support Emerging Artists:** The contest provides a platform for emerging artists and creatives to gain recognition for their work. It offers an opportunity for young Vietnamese individuals to showcase their talent and creativity to a broader audience.

#### **7.1.4.2 Goals:**

**Quality Submissions:** The contest aims to receive over 40 high-quality submissions that effectively convey the concept of "Khỏi Vô Vĩ" and creative block. It seeks to showcase artworks that are thought-provoking, emotionally resonant, and visually engaging.

**Engagement and Participation:** The goal is to encourage over 100 active participation from a diverse range of individuals and teams within the specified age group and geographic area. By fostering engagement, the contest aims to create a sense of community and collaboration among participants.

**Inspiration and Reflection:** The contest intends to inspire over 40 participants to reflect on their personal experiences with creative block and to find innovative ways to communicate those experiences through their chosen artistic medium. It aims to encourage introspection and self-expression.

**Public Interaction:** The contest seeks to facilitate interaction between the participants' artworks and the public. It aims to create an exhibition or showcase

where viewers can engage with the artworks, fostering dialogue and discussions about the creative process and overcoming artistic challenges.

**Networking and Collaboration:** The contest aims to provide at least 3 opportunities (that correspond with 3 rounds of the contest) for participants to network, collaborate, and connect with fellow artists, professionals, and enthusiasts. It encourages the building of connections within the creative community.

**Recognition and Prizes:** The contest aims to recognize outstanding works and provide incentives to participants. Prize goals are intended to include monetary rewards, exhibitions, publication opportunities, or other forms of recognition that come from educational - scholarship sponsorship to acknowledge the efforts and talents of the participants.

#### **7.1.5 The prompt of the contest**

##### ***Round 1 - Vô Vị***

“Khối Vô Vị” is a metaphor for creative block. It is used to visualize the feeling when we struggle with no ideas or emotions to express through our work. It becomes a block in the creative process, making it harder than ever to find inspiration (Figure 82).

This “Khối Vô Vị” is required to appear in the entries. Through visualizing this creative block concept, contestants are required to share their thinking and personal stories relevant to the creative block topic.

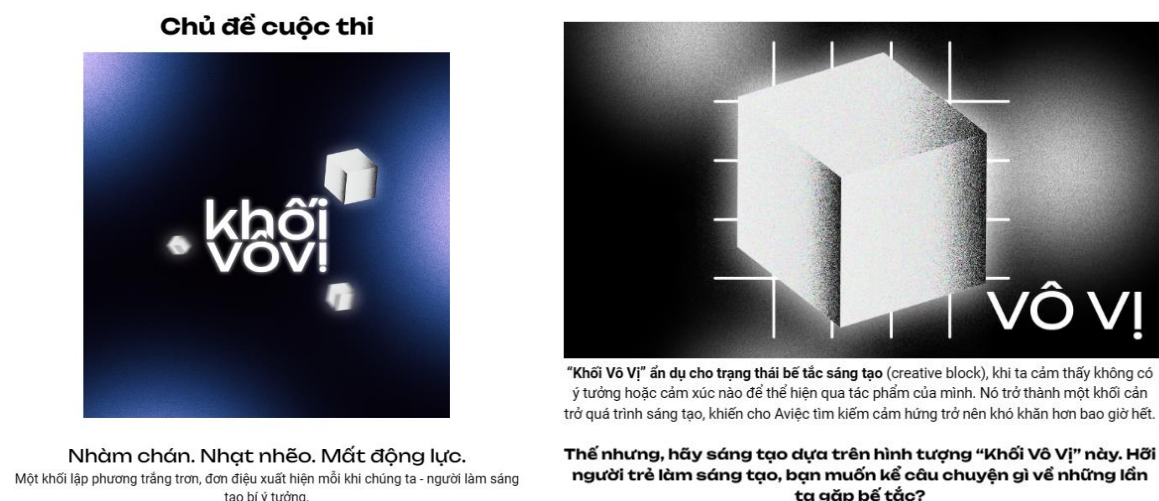


Figure 82: The prompt of the creative contest topic at round 1

## Round 2 - Selection round

The artwork entries will be displayed at the exhibition. For hand-drawn or digital artworks, Organizers have contacted contestants via email and have printed out artworks for display at the exhibition. For installations and materials artworks, Organizers have contacted contestants via email and will provide the address for shipping the physical artworks for the exhibition.

The selection round will take place at the exhibition event only a single day - July 22, 2023, where direct voting will be conducted to select the Top 5 artworks to be showcased at the Gala award ceremony.

## Final Gala Round - Sáng tạo của bạn có vị gì?

After entering the selection round, the contestants in the TOP 20 will be able to display their work at the exhibition for the audience to visit directly and vote at the event. Voting results from the audience will help contestants have the opportunity to advance into TOP 5. Since the announcement of TOP 20 results, contestants have 2 weeks to prepare presentation slides to compete in the final round at the Gala stage. The Final Gala round prompts and questions are summarized and illustrated through a detailed guideline to guide contestants specifically (Figure 83)



Figure 83: Contest guideline for the TOP 20 contestants who are eligible to participate in the 2nd round and have the opportunity to compete in the final round.

### ***Prompt for the Final Gala Round***

Dear young creatives, share your creative journey, recounting your personal experiences with the creative block and how you managed to inspire our young creative community. How did you overcome your creative block, and what methods did you employ to convey inspiration to our fellow young novice creatives?

The prompts require 2 parts (Figure 84):

## Part 1: Tasteless

Contestants present their entries in Round 1

Thereby, contestants clarify their personal feelings about the image of Khối Vô Vị concept, and their own feelings about the creative block status.

## Part 2: What does your creation taste like?

Contestants can share useful information and insightful stories on creative topics through reflection. Review their creative journey based on the following suggested content framework:

SOUR - What methods and questions do you have to best identify creative topics?

(brief) before embarking on brainstorming ideas?

SWEET - Do you have any suggestions and methods to find a lot of breakthrough ideas?

SALTY - What formulas and methods do you have to select solutions and options?

What is the best way to implement that idea?

BITTER - What valuable experiences and lessons have you learned from the difficulties in the past for idea realization?

SPICY - Share a success, or share motivational stories, or whatever experiences are valuable, meaningful to you and motivating you to continue on this creative journey?

(Contestants are free to arrange the order of shared content, as long as it suits the topic and personal style)



Figure 84: The official theme and topic for contestants to compete at The Grand Finale Gala by The Unblockable Team, 2023

### 7.1.6 Creative contest timeline

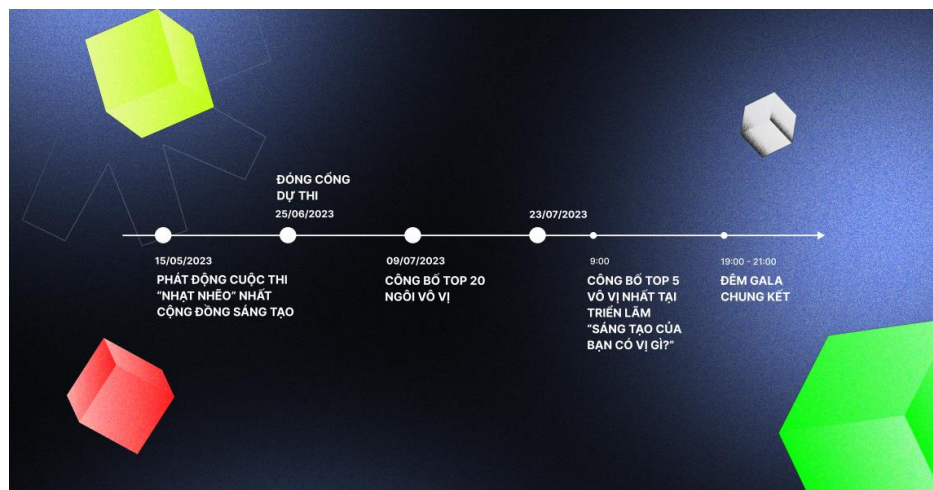


Figure 85: The creative contest official timeline by The Unblockable Team, 2023

### **7.1.7 Creative contest rules and terms**

#### **Contestant participating in the Contest**

Vietnamese citizens from full 18 years old to under 30 years old. (Based on date of birth recorded on ID/Driver's License)

Area: Ho Chi Minh City and surrounding areas

Individual or team up with 2 contestants

Each individual is limited to a maximum of 5 entries for the duration of the Contest.

#### **Suggested contest categories**

Contestants are no limited to the form of creative work, such followings are suggested categories

Drawing: Hand-painted or digital drawings.

Image: Combine different techniques (Photography, Design) and Software applications (Photoshop, Illustrator, Blender,...)

Arrangements and Materials category: Freedom to apply and arrange different materials in forms such as sculpture, statue molding, sculpture painting, set design, fashion design, handicraft,...

For content, technical requirements, contest rules and terms, please refer to the Appendix

### **7.1.8 Creative contest scoring mechanism**

#### ***Round 1***

Valid entries, regardless of their format, will be carefully selected by the Organizers and submitted to the appropriate judges for evaluation and scoring. Awards will not be divided based on the submission formats; all contestants have an equal opportunity to compete.

The scoring breakdown for Round 1 entry: 70% Judges' Scores + 30% Social media Voting

**For the Judges' Scores (70%):**

All entries will be evaluated by the Panel of Judges using the following scoring criteria:  
On a scale of 100 points, the Contest Entry will be based on a combination of

***Up to 50 points for Content & Creativity:***

Theme: the way the theme is explored, how the entry conforms to the contest's requirements, and the relevance of the interpretation to the submission.

Creativity: the entry's display of innovation, originality, novelty, visual appeal, and artistic creativity.

Content: how the submission effectively communicates the story/message, emotions, and the author's personal imprint.

***Up to 50 points for Technical Aspects:***

This includes assessments related to elements such as layout, proportion, composition, color, lighting, materials, and other factors that are sensibly and appropriately used to create visual harmony for the overall piece of artwork.

Upon the judging process, Organizers will send an Excel file that compiles the contest entries matching the expertise of the esteemed specific judges. The Excel file will include the scoring mechanism, contest entries (with the personal information of contestants removed to ensure fairness), and a pre-divided scoring table based on the scoring criteria.

**For the Social media voting (30%):**

The voting gate will open when the "Khối Vô Vĩ" Fanpage posts a collection of all the categories' contest entries and will close four days after the posting-for-voting date.

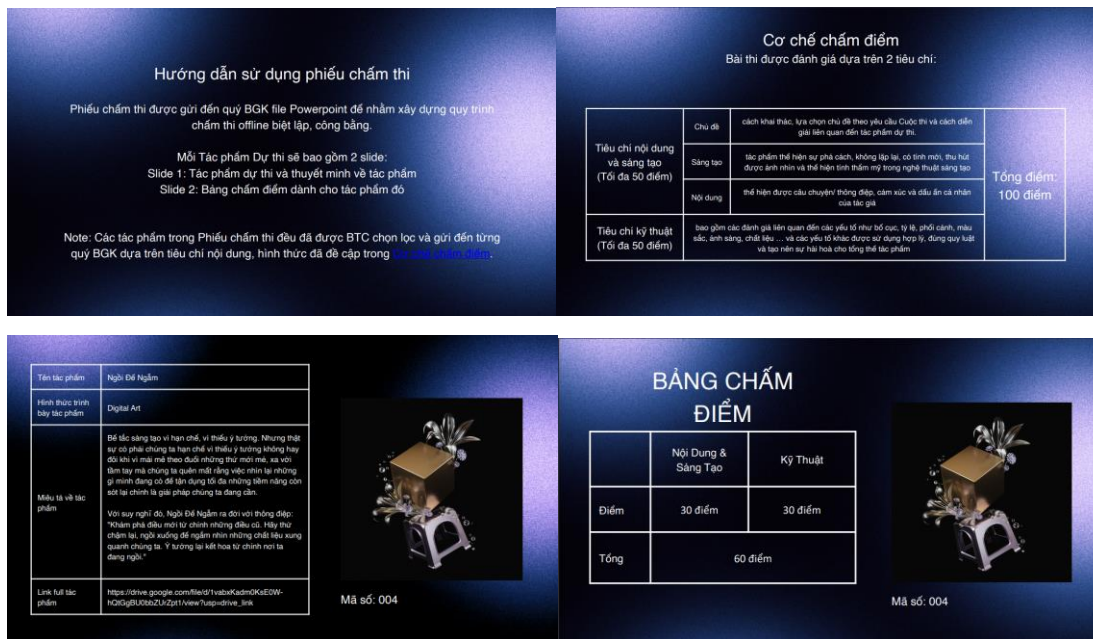


Figure 86: Illustrative of The Scoring Sheet of Round 1 delivered to The Judges.

## Final Gala Round

During the Final Gala Round, the judging process will be conducted to evaluate and score the top presentations. The scoring mechanism will involve a comprehensive assessment of various aspects of each presentation, contributing to the overall score. The final scores will determine the winners of the contest.

The judging criteria will include the following components:

### Up to a maximum of 50 points for Part 1 - Vô Vĩ

**Theme Interpretation:** Evaluates the contestant's ability to select a theme and provide an interpretation that is relevant to the creative block topic.

**Content:** The contestants demonstrate innovative thinking, avoiding repetition, and showcasing originality that captures attention and highlights aesthetic qualities in creative art.

**Technical Proficiency:** Includes assessments related to elements such as composition, proportion, arrangement, color scheme, lighting, materials, and other factors. These elements should be sensibly and appropriately used, adhering to artistic principles and creating an overall sense of harmony.

### ***Up to a maximum of 50 points for Part 2 - Sáng tạo của bạn có vị gì?***

Theme Interpretation: Contestants share their personal stories and experiences related to the creative block topic.

About the content:

Contestants provide a profound perspective.

Demonstrates novelty and originality.

Conveys a meaningful message, evokes emotions, and leaves a personal imprint.

Includes insights and reflections from fellow creators within the creative community.



Figure 87: Scoring mechanism for the Grand Finale Gala for The Jury Board

#### **7.1.9 Creative contest budget estimation**

The budget table for the creative contest is a primary tool primarily utilized to control the prize expenditures for the participants. Additionally, it is also used to monitor supplementary items during the contest's award ceremony, such as commemorative medals, flowers, and award plaques. This budget table ensures that the allocation of financial resources is well-managed while maintaining a balance between rewarding the contestants and organizing a well-structured, flawless award ceremony.

Người lập bảng: Khánh Vương - Project Leader Ngày bắt đầu: 05/05/2023 Ngày kết thúc: 21/08/2023		BẢNG CHI PHÍ DỰ TRÙ “KHỎI VỎ VỊ” - CREATIVE ONLINE								
STT	Hạng mục	Số lượng			Đơn giá	Thành tiền	Thuế		Tổng cộng	Ghi chú
		Người	Số lượng	Đơn vị tính			VAT	Thu nhập cá nhân		
I. Giải thưởng										
1	Giải nhất		1	Giải	10.000.000 đ	10.000.000 đ			10.000.000 đ	
2	Giải nhì		1	Giải	4.000.000 đ	4.000.000 đ			4.000.000 đ	
3	Giải ba		1	Giải	1.000.000 đ	1.000.000 đ			1.000.000 đ	
4	Giải tiềm năng		2	Giải	500.000 đ	1.000.000 đ			1.000.000 đ	
II. Lễ trao giải										
1	Kỷ niệm chương		23	Cái	150.000 đ	3.450.000 đ	345.000 đ		3.795.000 đ	
2	Bảng formex trao giải		5	Cái	114.000 đ	570.000 đ	57.000 đ		627.000 đ	
3	Hoa tri ân		7	Bó	200.000 đ	1.400.000 đ	140.000 đ		1.540.000 đ	
III. Chi phí khác										
1	Giấy tờ công văn, hợp đồng		18	Bản	3.000 đ	54.000 đ	5.400 đ		59.400 đ	
2	Phòng bì		20	Cái	2.000 đ	40.000 đ	4.000 đ		44.000 đ	
3	Landing page		1	Gói	195.000 đ	195.000 đ	19.500 đ		214.500 đ	
IV. Tổng									22.279.900 đ	
V. Chi phí phát sinh (10%)									2.227.990 đ	
VI. TỔNG CHI PHÍ									24.507.890 đ	

Figure 88: Creative contest Budget by The Unblockable Team, 2023

### 7.1.10 Creative contest risk management

In creating this contest, we had to carefully consider numerous potential risk scenarios. The creative contest's risk management table helps forecast risks and suggests actions to prevent or minimize potential damages. Moreover, entrusting specific individuals with the responsibility of handling situations also saves time and streamlines some of the complex work processes. For details, please refer to the Appendix.

Risk Management - Creative Contest

Creative Contest Risk Management

No.	Risk Description	Level					Action to Prevent/ Minimize	Person in Charge	Leader	Coordinator	Note
		1	2	3	4	5					
6	Thí sinh gian lận						<ul style="list-style-type: none"> <li>- Đề cập các thông tin về xử lý các bài dự thi vi phạm bản quyền và gian lận trong quy chế thi</li> <li>- Cập nhật, kiểm tra và thông kê lượt tương tác thường xuyên trên fanpage thường xuyên</li> </ul>	Administrator	Organizer	Minh Phương	
7	Thí sinh không nắm rõ thể lệ dự thi						<ul style="list-style-type: none"> <li>- Theo dõi và cập nhật tình hình tiếp nhận thông tin của thí sinh</li> <li>- Luôn giải đáp các câu hỏi, vấn đề của thí sinh</li> <li>- Chuẩn bị bảng FOA để cập nhật được các câu hỏi thường gặp và câu trả lời</li> </ul>	Take care Candidates	Administrator	Chấn Hưng	
8	Thí sinh nộp nhầm thông tin cá nhân						<ul style="list-style-type: none"> <li>- Double-check form đăng ký dự thi và email đăng ký bài dự thi</li> <li>- Cập nhật chính xác thông tin</li> </ul>	Take care Candidates	Administrator	Chấn Hưng	

Figure 89: Illustrative of Creative contest's Risk Management Board by The Unblockable Team, 2023

### 7.1.11 Creative contest human resources

Apart from familiar personnel teams such as content, design, administrators, or organizers, in this contest, the "take care" team plays an equally important role. They are the main personnel connecting the contestants with the contest. In addition to facilitating communication and understanding of the contestants' requirements, the "take care" team is also responsible for motivating and reminding them about submission deadlines and exchanging contest entries with the organizing committee.

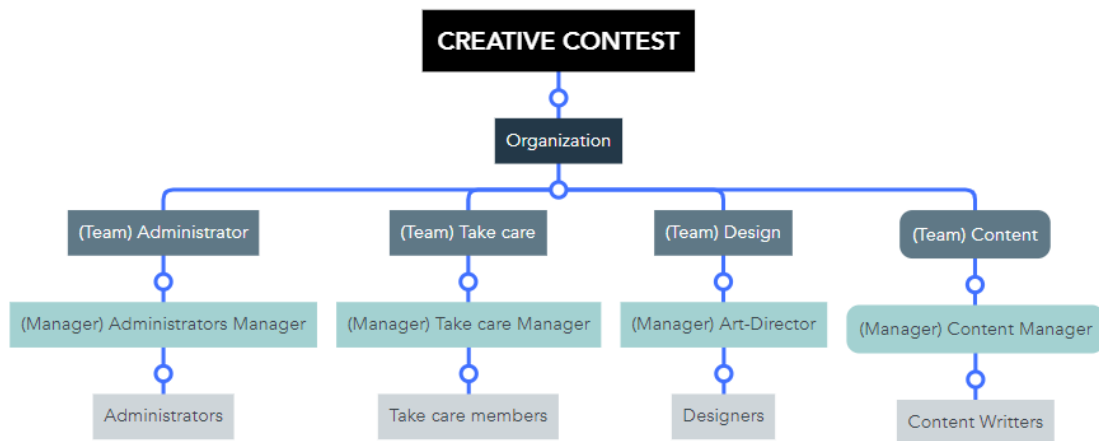


Figure 90: Work Allocation Tree Model Across the Creative contest

Tên dự án: "KHÔI VÔ VỊ" Người lập: Khánh Vương Ngày bắt đầu đồ án: 05/05/2023 - 21/08/2023			
"KHÔI VÔ VỊ" - CREATIVE CONTEST JOB DESCRIPTION			
STT	Job Title	Scope of work	Quantity
1	Organization	<ul style="list-style-type: none"> <li>- Planning for the project and competition</li> <li>- Preparing the rules for each round of the competition</li> <li>- Coordinating all supporting teams</li> <li>- Addressing any arising issues</li> </ul>	3
2	Administrator	<ul style="list-style-type: none"> <li>- Manage the Fanpage.</li> <li>- Respond to messages and comments;</li> <li>- Address issues or answer questions and concerns from participants as well as project followers.</li> <li>- Update and report communication metrics.</li> </ul>	4
3	Designer	<ul style="list-style-type: none"> <li>- Designing necessary materials for the campaign</li> <li>- Being responsible for the visual aspects</li> <li>- Ensure the design does not encounter intellectual property issues.</li> </ul>	6
4	Content	<ul style="list-style-type: none"> <li>- Coordinate with the organizer to research and develop content that aligns with the contest concept.</li> <li>- Prepare a weekly content calendar for content review and schedule postings on social media platforms.</li> <li>- Provide input for editing, revising, or adding new content to weekly posts.</li> </ul>	4
5	Take Care	<ul style="list-style-type: none"> <li>- Communicating and maintaining contact with contestants</li> <li>- Updating the progress of assigned contestants</li> <li>- Coordinating contestants to complete tasks and submit them on time</li> <li>- Reporting any arising issues from contestants to the organizing committee.</li> </ul>	10

Figure 91: Creative contest Job Description by The Unblockable Team, 2023

## 7.1.12 Jury Board establishment

### Round 1



Figure 92: Round 1 of creative online contest - The Jury Board

*The Professional Jury Board of Round 1 includes:*

*Dzung Yoko: Former Creative Director ELLE Vietnam, L'OFFICIEL Vietnam, visual artist, photographer at Dzung Yoko artbook*

*Nguyễn Duy Anh (Chú Môi): Visual artist, Teacher at DAS design school*

*Tạ Thu Hiền: Owner at Minim Studio, product photographer*

*Trần Công Quỳnh: Visual artist, graphic designer*

## Round Gala

To be fair and to bring freshness to the following rounds, the jury has a new update. The Finals Jury includes big names in the creative industry included:

Lê Đức Hiệp: Creative director of the movie Rom, Song Lang, Thanh Soi

Đạt Đỗ: Lecturer at DAS design school, owner of Cocoon brand identity, Vẽ Về Hát Bội, Phe La

Mack Trinh: Graphic designer of famous MV series: Making My Way, Miss Showbiz, Vũ Trụ Có Anh

Tạ Thu Hiền: 1 judge continued to accompany after round 1 of the contest

Pany Chi: Art director at Golden Digital, worked as an art director for many collaborative projects with Mercedes-Benz, Mondelez, Phillips,...



Figure 93: The Jury Board of The Grand Finale Gala night.

STT		Thời gian		Môn học		Tên bài học		Nội dung bài học		Hình thức		Đánh giá		Ghi chú	
1	08/08/2023	08:00-09:00	Thứ Hai	1	1	1	1	1	1	1	1	1	1	1	1
2	08/08/2023	09:00-10:00	Thứ Hai	2	2	2	2	2	2	2	2	2	2	2	2
3	08/08/2023	10:00-11:00	Thứ Hai	3	3	3	3	3	3	3	3	3	3	3	3
4	08/08/2023	11:00-12:00	Thứ Hai	4	4	4	4	4	4	4	4	4	4	4	4
5	08/08/2023	13:00-14:00	Thứ Hai	5	5	5	5	5	5	5	5	5	5	5	5
6	08/08/2023	14:00-15:00	Thứ Hai	6	6	6	6	6	6	6	6	6	6	6	6
7	08/08/2023	15:00-16:00	Thứ Hai	7	7	7	7	7	7	7	7	7	7	7	7
8	08/08/2023	16:00-17:00	Thứ Hai	8	8	8	8	8	8	8	8	8	8	8	8
9	08/08/2023	17:00-18:00	Thứ Hai	9	9	9	9	9	9	9	9	9	9	9	9
10	08/08/2023	18:00-19:00	Thứ Hai	10	10	10	10	10	10	10	10	10	10	10	10
11	08/08/2023	19:00-20:00	Thứ Hai	11	11	11	11	11	11	11	11	11	11	11	11
12	08/08/2023	20:00-21:00	Thứ Hai	12	12	12	12	12	12	12	12	12	12	12	12
13	08/08/2023	21:00-22:00	Thứ Hai	13	13	13	13	13	13	13	13	13	13	13	13
14	08/08/2023	22:00-23:00	Thứ Hai	14	14	14	14	14	14	14	14	14	14	14	14
15	08/08/2023	23:00-00:00	Thứ Hai	15	15	15	15	15	15	15	15	15	15	15	15
16	09/08/2023	00:00-01:00	Thứ Ba	16	16	16	16	16	16	16	16	16	16	16	16
17	09/08/2023	01:00-02:00	Thứ Ba	17	17	17	17	17	17	17	17	17	17	17	17
18	09/08/2023	02:00-03:00	Thứ Ba	18	18	18	18	18	18	18	18	18	18	18	18
19	09/08/2023	03:00-04:00	Thứ Ba	19	19	19	19	19	19	19	19	19	19	19	19
20	09/08/2023	04:00-05:00	Thứ Ba	20	20	20	20	20	20	20	20	20	20	20	20
21	09/08/2023	05:00-06:00	Thứ Ba	21	21	21	21	21	21	21	21	21	21	21	21
22	09/08/2023	06:00-07:00	Thứ Ba	22	22	22	22	22	22	22	22	22	22	22	22
23	09/08/2023	07:00-08:00	Thứ Ba	23	23	23	23	23	23	23	23	23	23	23	23
24	09/08/2023	08:00-09:00	Thứ Ba	24	24	24	24	24	24	24	24	24	24	24	24
25	09/08/2023	09:00-10:00	Thứ Ba	25	25	25	25	25	25	25	25	25	25	25	25
26	09/08/2023	10:00-11:00	Thứ Ba	26	26	26	26	26	26	26	26	26	26	26	26
27	09/08/2023	11:00-12:00	Thứ Ba	27	27	27</									

The script for the Gala Night of the contest is built upon the foundation of the contest's prompt. The event's format will seamlessly blend elements of a judge interview (Figure 95), showing appreciation to novice creatives, hosting special guests, and showcasing

the submitted entries from the participants. Consequently, various segments have been developed to cater to the contestants' contest efforts (Figure 96), the judges' evaluation process, and to foster an atmosphere of unity and comfort, allowing novice creatives to freely express their thoughts and feelings (Figure 97).



*Figure 95: Judges interview*



*Figure 96: Contestant's performance*



*Figure 97: Novice creative expresses feelings*

Please refer to the Appendix for a detailed script.

### 7.1.14 Gratitude video for the Top 20 outstanding artworks

A motion-enhanced video accompanied by the emotionally charged narration of the MC will lead to the Grand Finale Gala of the contest. This production serves as a tribute to the exceptional efforts of the contestants and a reflection on the journey the contest has undertaken. Within the video, the storyline is meticulously crafted by selecting and interweaving prominent elements from each work, culminating in a narrative designed to inspire, ignite enthusiasm, and capture the excitement of the grand finale night.

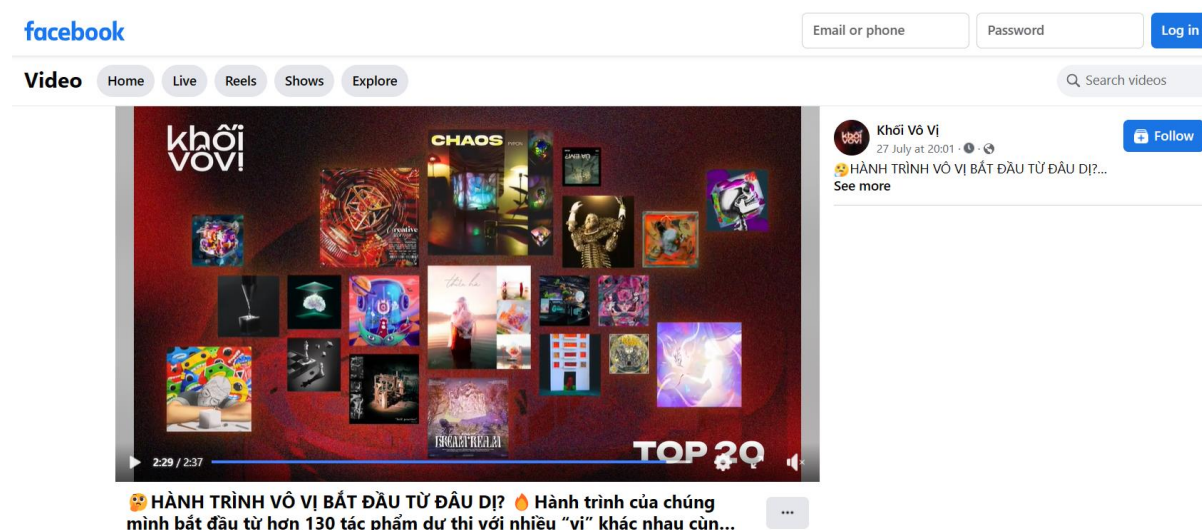


Figure 98: Gratitude video for TOP 20, aired on Facebook.

For detailed script of the video, please refer to the Appendix

### 7.1.15 Event agenda

EVENT DAY 1: 22/07/2023		EVENT DAY 2: 23/07/2023	
Time	Activities	Time	Activities
6:30 AM	Core team gathering	6:30 AM	Core team gathering
7:30 AM	Team leaders gathering	7:30 AM	Team leaders gathering
8:00 AM	Event runners gathering	8:00 AM	Event runners gathering
8:00 AM - 9:30 AM	Training for event coordination	8:00 AM - 9:30 AM	Training for event coordination
10:00 AM	Open for visitors	10:00 AM	Open for visitors
13:30 PM	Change coordinators' shift	13:30 PM	Change coordinators' shift
14:00 PM	Open for visitors	14:00 PM	Close for set design
21:00 PM	Closed	16:00 PM	Open for private event
		18:30 PM	Welcoming for Gala private guests
		19:15 PM	Grand Finale Gala
		21:30 PM	Gala closed
		22:00 PM	Clean up and wrap up

Figure 99: Event agenda by The Unblockable Team, 2023

### 7.1.16 Human resources

For the exhibition event, The Unblockable Team requires a substantial number of personnel to cover the key tasks over the two days of the event. The teams work in parallel, supporting each other. In addition to the familiar teams, the event features an Event Runner Team. They are responsible for tasks such as setting up the event space, welcoming and recording visitor information, coordinating the guided journey for visitors, guiding them in voting, and other related tasks.

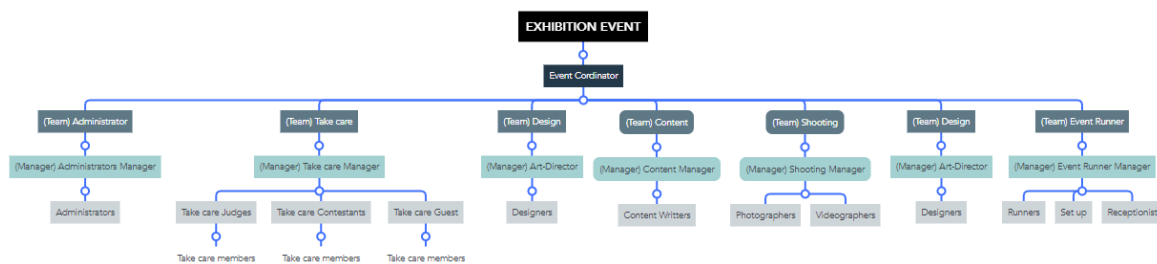


Figure 100: Work Allocation Tree Model Across the Exhibition event by The Unblockable Team, 2023

<b>Tên dự án: "KHÔI VÔ VỊ"</b> <b>Người lập: Khánh Vương</b> <b>Ngày bắt đầu đồ án: 05/05/2023 - 21/08/2023</b>			
<b>"KHÔI VÔ VỊ" - EXHIBITION EVENT JOB DESCRIPTION</b>			
<b>STT</b>	<b>Job Title</b>	<b>Scope of work</b>	<b>Quantity</b>
1	Event Coordinator	<ul style="list-style-type: none"> <li>- Event planning</li> <li>- Contact vendors for preparation and execution</li> <li>- Manage legal matters during the event</li> <li>- Coordinate with partners for event construction</li> <li>- Responsibility for working and coordinating supporting teams</li> <li>- Communication, and tracking sponsored items for program organization</li> <li>- Financial management and budgeting</li> </ul>	3
2	Administrator	<ul style="list-style-type: none"> <li>- Manage the Fanpage.</li> <li>- Respond to messages and comments;</li> <li>- Address issues or answer questions and concerns from participants as well as project followers.</li> <li>- Update and report communication metrics.</li> </ul>	4
3	Design	<ul style="list-style-type: none"> <li>- Designing necessary materials for the campaign</li> <li>- Being responsible for the visual aspects</li> <li>- Ensure the design does not encounter intellectual property issues.</li> </ul>	6

Figure 101: Exhibition event Job description by The Unblockable Team, 2023.

### 7.1.17 Staff placement map

In the staff placement for the exhibition event, 18 exhibition coordinators are strategically positioned around the studio. Their role encompasses safeguarding artworks and guiding visitors along the designated route outlined in the event brochure. This arrangement ensures for visitor experience while preserving the displayed artworks. Staff members responsible for attendee care, jury assistance, contestant support, and other guest categories are positioned for efficient management, enhancing the overall coordination of the event.

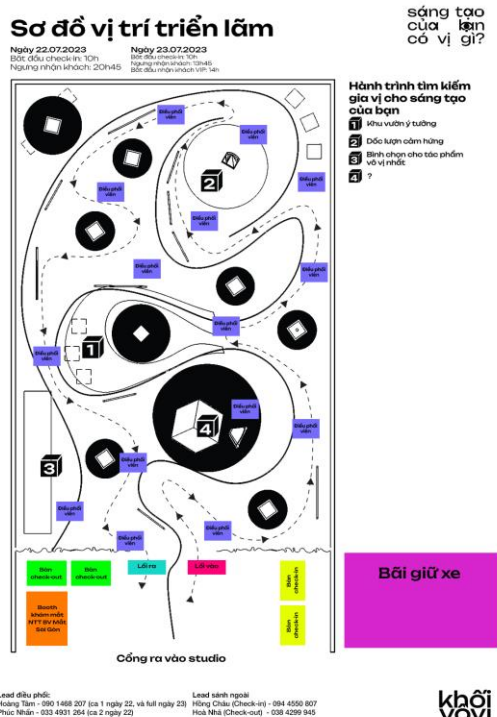


Figure 102: Staff arrangement map for exhibition by The Unblockable Team, 2023

### 7.1.18 Exhibition event budget estimation

The budget table is used to monitor and control the expenses required for event execution. The budget items include: Event venue setup and rental; Equipment and machinery rental; Printing; Personnel; Catering; and other miscellaneous costs (See at Figure 103). For details, please refer to the Appendix.

Người lập bảng: Khánh Vương - Project Leader Ngày bắt đầu: 05/05/2023 Ngày kết thúc: 21/08/2023				BẢNG CHI PHÍ DỰ TRÙ "KHỐI VỎ VỊ" - PROMOTIONAL CLIP						
STT	Hạng mục	Số lượng			Đơn giá	Thành tiền	Thuế		Tổng cộng	Ghi chú
		Người	Số lượng	Đơn vị tính			VAT	Thu nhập cá nhân		
3	Bảng keo giấy		4	Cái	45.000 đ	180.000 đ	18.000 đ		198.000 đ	
4	Bảng keo xốp		4	Cái	20.000 đ	80.000 đ	8.000 đ		88.000 đ	
5	Bảng keo đen		5	Cái	17.000 đ	85.000 đ	8.500 đ		93.500 đ	
6	Kéo		10	Cái	30.000 đ	300.000 đ	30.000 đ		330.000 đ	
7	Súng bắn keo		3	Cái	45.000 đ	135.000 đ	13.500 đ		148.500 đ	
8	Keo súng		6	Cái	2.000 đ	12.000 đ	1.200 đ		13.200 đ	
9	Thuốc dây		2	Cái	7.000 đ	14.000 đ	1.400 đ		15.400 đ	
10	Bút lông bảng		2	Hộp	50.000 đ	100.000 đ	10.000 đ		110.000 đ	
11	Giấy note		2	Xấp	20.000 đ	40.000 đ	4.000 đ		44.000 đ	
12	Pin dự phòng micro		2	Hộp	80.000 đ	160.000 đ	16.000 đ		176.000 đ	
13	Bút bi		2	Hộp	50.000 đ	100.000 đ	10.000 đ		110.000 đ	
14	Vận chuyển		30	Lượt	200.000 đ	6.000.000 đ	600.000 đ		6.600.000 đ	
15	Áo staff		15	Cái	63.000 đ	945.000 đ	94.500 đ		1.039.500 đ	
16	Khối Demo		1	Cái	1.200.000 đ	1.200.000 đ	120.000 đ		1.200.000 đ	
17	Ship thư		50	Chuyến	13.000 đ	650.000 đ	65.000 đ		715.000 đ	
18	Con dấu số		2	Cái	59.000 đ	118.000 đ	11.800 đ		129.800 đ	
19	Hộp mực		3	Cái	21.500 đ	64.500 đ	6.450 đ		70.950 đ	
VIII. Tổng									159.768.122 đ	
IX. Chi phí phát sinh (10%)									15.976.812 đ	
X. TỔNG CHI PHÍ									175.744.934 đ	

Figure 103: Illustrative of Exhibition event budget by The Unblockable Team, 2023

## 7.1.19 Exhibition event risk management

Before the event takes place, the risk management table (Figure 104) helps assess potential risks that may arise during the event execution. It also lists solutions to prevent or minimize damages to the fullest extent possible. This includes risks related to organization, weather, individuals participating in the contest, as well as issues regarding the setup of the event space. For details, please refer to the Appendix.

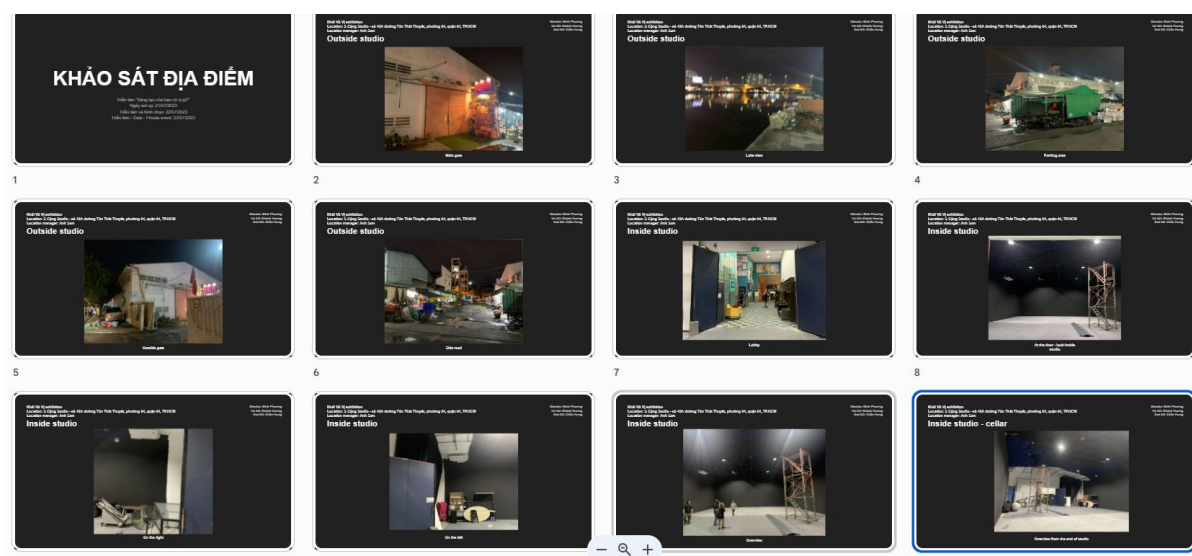
Risk Management - Exhibition Event

EXHIBITION EVENT

No.	Risk Description	Level					Action to Prevent/ Minimize	Person In Charge	Leader	Coordinator	Note
		1	2	3	4	5					
1	Ít người đến tham dự sự kiện						- Chuẩn bị, chạy và đẩy truyền thông cho sự kiện - Gửi thư mời cho các khách mời quan trọng	Administrator	Event Coordinator	Minh Phương	
2	Thời tiết xấu						- Xem dự báo thời tiết để chuẩn bị kịp thời - Chuẩn bị ô để che nắng, che mưa và có cộng tác viên túc trực ở khu vực đón khách - Chèn vật dụng nặng để giữ chân standee	Take care Guest	Administrator	Ngọc Khánh	
3	Các tác phẩm trưng bày bị bẩn, hư hại						- In các bảng thông tin để ngăn chặn khách tham quan tác động đến các vật dụng trưng bày - Theo dõi và nhắc nhở khách tham quan không động vào tác phẩm trưng bày	Take care Guest	Administrator	Chấn Hưng	
4	Mất hoặc hư hỏng các thiết bị thuê						- Ghi chép danh sách các thiết bị được thuê kèm chi tiết cụ thể - Phân loại và tập trung các thiết bị vào các khu vực tương ứng - Kiểm soát, giám sát số lượng thiết bị được sử dụng	Administrator	Event Coordinator	Ngọc Khánh	
5	Thí sinh không vận chuyển tác phẩm vật lý đúng deadline						- Thông báo, nhắc nhở thí sinh về hạn nộp tác phẩm vật lý - Theo dõi, đốc thúc thí sinh vận chuyển tác phẩm an toàn theo đúng deadline - Ký nhận biên bản giao nhận tác phẩm của thí sinh	Administrator	Event Coordinator	Minh Phương	
6	Các khu vực tham quan gặp sự cố kỹ thuật						- Theo dõi và thường xuyên cập nhật tình hình của các khu vực - Linh hoạt kết nối với nhân viên phụ trách thi công và sửa chữa	Event Runner	Administrator	Ngọc Khánh	

Figure 104: Illustrative of Exhibition Event Risk Management by The Unblockable Team, 2023

## 7.1.20 Scouting



*Figure 105: Location scouting for exhibition by The Unblockable Team, 2023*

### **7.1.21 Event set design**



*Figure 106: 3D render for exhibition set design*

The 3D render for the exhibition set design is created using Sketchup software.

For the Exhibition layout, the drawing calculates the dimensions of key essentials that need to be constructed. These include the slope, framing structures for artworks, and a cubic structure designated for 3D mapping. In the layout, the strategic placement of dividing curtains obscures subsequent viewing areas, enhancing the flow of visitor experience and journey.

In contrast, the Gala layout anticipates the orchestration of the stage area, wherein curtains are strategically designed to be editable, revealing the performance stage.

The display podiums, initially positioned for the Exhibition, are rearranged to suit the needs of the award ceremony during the Gala. This ensures that the overall layout remains well-organized and fits seamlessly with the event's flow. These well-planned designs highlight how the exhibition area can be used in different ways, smoothly shifting from a calm and thoughtful setting for the Exhibition to an exciting and lively atmosphere for the Gala.

With this detailed 3D drawing, the exhibition's layout beautifully blends how things look and how they work, showing how it can be changed to fit both the art display and the celebration of the Gala.

7.1.22 Callsheet

Sự kiện Gala Chung kết cuộc thi Khởi Vĩ Việt		CALL TIME		Contact	Cell time
Producer	Khánh Vương	0902778603	15:00 PM		
Director	Minh Phuong	0911221023	18:00 PM		
Production manager	Chân Hưng	0911221023	18:00 PM		
ON SITE TIME (GIỜ MỞ CỬA TRIỂN LÃM: 10:00 AM)		Contact call	10:00 AM		
BET LIVE (KHÔNG HỤT THUỐC VÀ KHÔNG XÀ NÁC BÊN BET) (KHÔNG HỤT THUỐC VÀ KHÔNG XÀ NÁC BÊN BET)		0911221023	10:00 AM		
BET LIVE (KHÔNG HỤT THUỐC VÀ KHÔNG XÀ NÁC BÊN BET) (KHÔNG HỤT THUỐC VÀ KHÔNG XÀ NÁC BÊN BET)		0911221023	10:00 AM		
LOCATIONS					
NO.	Address	Parking and Notes	Contact		
1	1/8 Công Studio - 8/4 42A Tân Thủ Thuật phường 04 quận 04	Chỉ có máy và xe hơi ở bãi giữ xe bên tổng studio, đi bằng ô tô vào khu vực bên tổng studio	Location: Bình Sơn - 0902478603		
CORE TEAM CONTACTS					
Roll name	Name	Contact info	Cell time		
Producer	Khánh Vương	0902778603	15:00 PM		
Director	Minh Phuong	0911221023	18:00 PM		
Production manager	Chân Hưng	0911221023	18:00 PM		
Check in leader	Hồng Châu	0911221023	18:00 PM		
Check out leader	Hồng Châu	0911221023	18:00 PM		
Logistic leader	Hồng Châu	0911221023	18:00 PM		
Coordinator leader 1	Hồng Châu	0911221023	18:00 PM		
Coordinator leader 2	Hồng Châu	0911221023	18:00 PM		
Breakage leader	Hồng Châu	0911221023	18:00 PM		
HR head	Hồng Châu	0911221023	18:00 PM		
CREW CONTACTS					
Roll name	Name	Contact info	Cell time		
Leader	Hồng Châu	0911221023	18:00 PM		
Runner 1	Chân Hưng	0911221023	18:00 PM		
Runner 2	Chân Hưng	0911221023	18:00 PM		
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Runner 192					

### 7.1.23 Inventory checklist

[illegible]

Figure 108: Exhibition Event Inventory Checklist by The Unblockable Team, 2023

### 7.1.24 Admin

The preparation of administrative documents to ensure legal compliance is a critically important task. Therefore, to ensure that the stages from preparation to the exhibition are conducted legally and in accordance with legal regulations, The Unblockable Team has equipped itself with documentation, contracts, and necessary legal procedures to ensure that the event is well-organized and lawful. This includes venue rental agreements and construction contracts, event regulations, and related records.

Furthermore, the interaction with participants should also be supported by various related documentation. For example, when participants arrange and position their artworks - including materials - at the exhibition, an official document must be in place to record and ensure accountability for participants' self-care and transportation of their artworks to the exhibition. In addition, to facilitate the award presentation process for participants, clear records of award presentation should be documented, specifying the categories of physical and monetary awards.

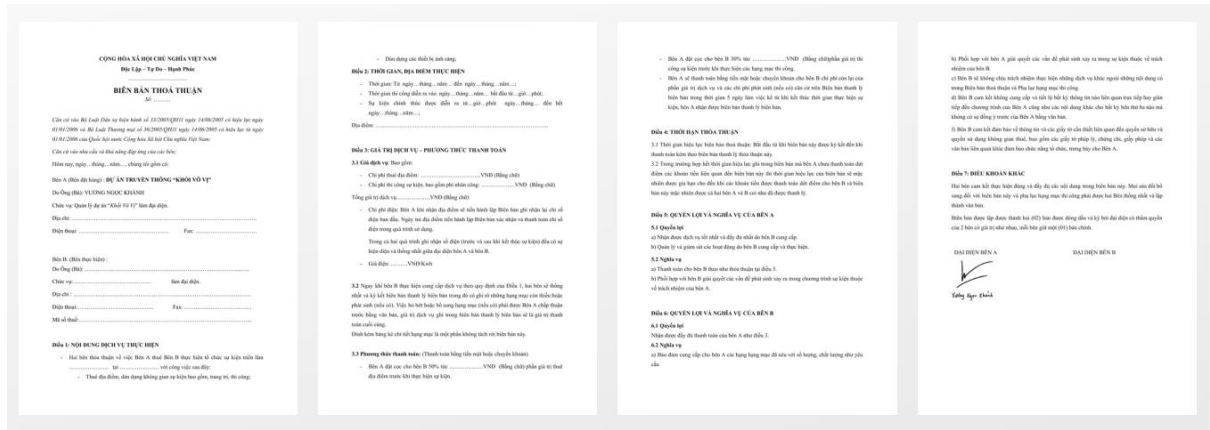


Figure 109: Venue Rental Agreements and Construction Contracts by The Unblockable Team, 2023

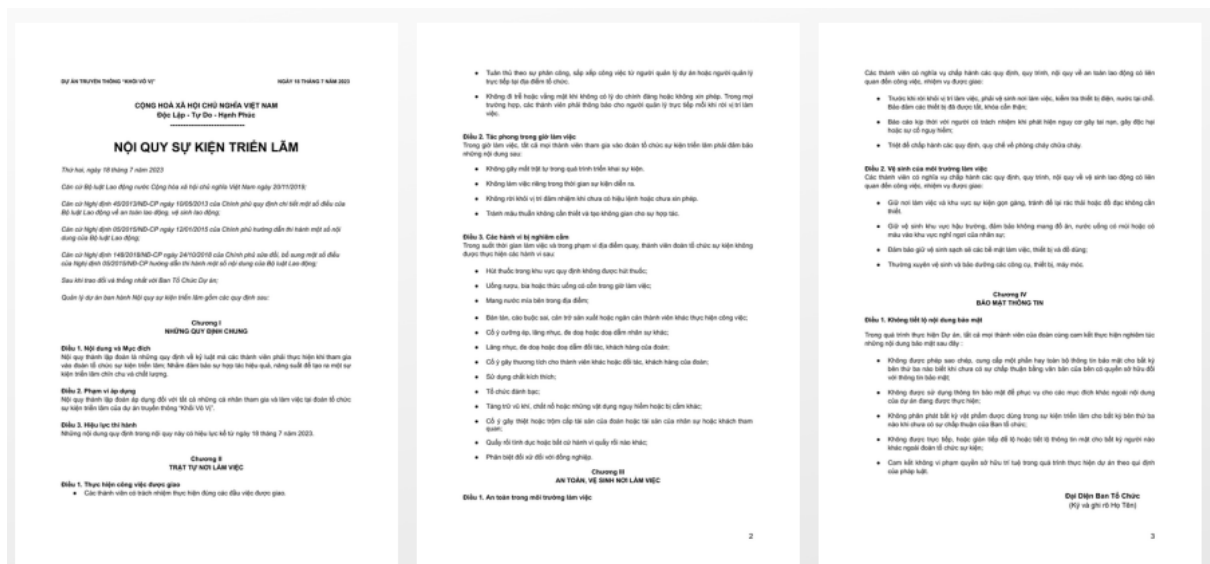


Figure 110: Exhibition Event Regulations by The Unblockable Team, 2023



entry format, and schedule, summarizing the essential information from the detailed contest guidelines

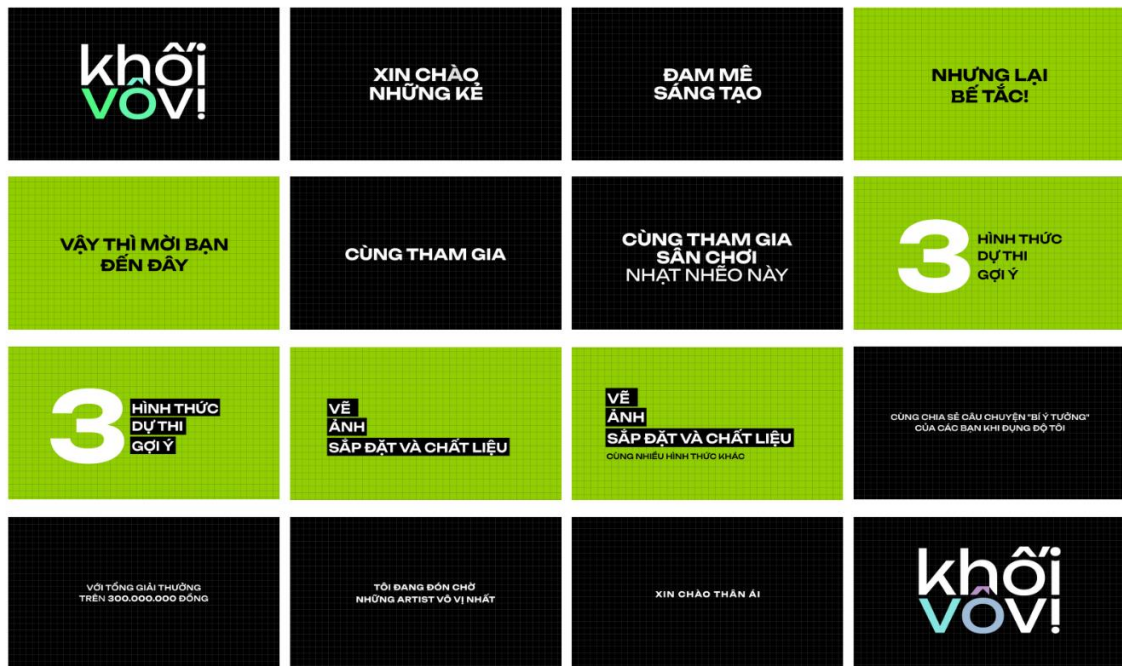


Figure 113: Social clip still frames by The Unblockable Team, 2023

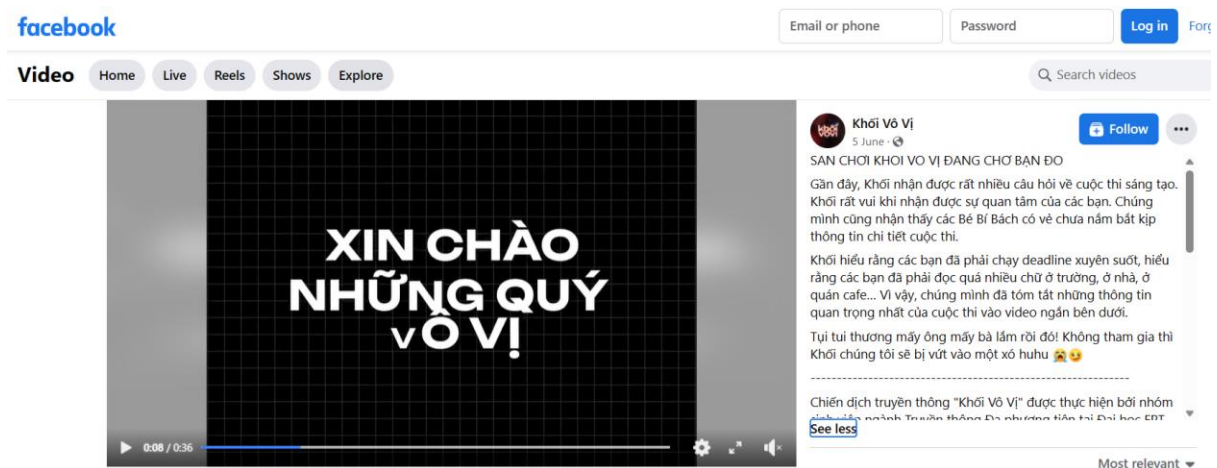


Figure 114: Social clip aired on Facebook by The Unblockable Team, 2023

## 7.2.2 Event map and journey



Figure 115: Event map journey by The Unblockable Team, 2023

Contrary to the square shape of the Khối Vô Vị concept, the event journey softened the path by moving along the curves, in order to evoke the feeling of slowly catching up with creativity.

**Area No.1:** Inspirational slopes: a soft winding ramp for inspiration

**Area No.2:** Blooming idea garden: a garden of sweet colors and fragrances that reflect the happiest period of the creative

**Area No.4:** 3D mapping cubes: with lively interactions motion graphic mapping on the real cube

Experiencing 5 journeys of Sour - Sweet - Salty - Bitter - Spicy with the layout of works with corresponding content has raised the emotions of viewers with each step of visiting and exploring the exhibition.

**Area No.3:** The voting area for the Top 20 artworks: is carefully curated with museum-quality prints from VG-Lab by Hoa Ta to ensure display quality. Visitors have a designated space to pause, admire, and make choices to support the most exceptional artworks that are worthy of securing a spot in the Top 5. An enclosed voting box will be provided, allowing visitors to cast their votes for their favorite artworks after noting their corresponding selection codes.

### 7.2.3 Event brochure

Accompanied by a brochure to guide visitors following the right journey that has been designed. The display journey also corresponds to the evolving transformations of the Khôi Vô Vị concept. The artworks within the exhibition are thoughtfully arranged based on the meanings the artists have described about their creations. The significance each artist conveys through their work converges at a common point within the project's concept. Consequently, the artworks are grouped according to shared themes and categorized into concepts such as Sour - Sweet - Salty - Bitter - Spicy - Tasteless. These visual focal points are strategically displayed, enhancing the audience's emotional and contemplative experience as they traverse through fluctuating emotions. Throughout the journey, attendees engage not only in the observation of the artworks but also in reading the descriptions provided in the accompanying brochure.

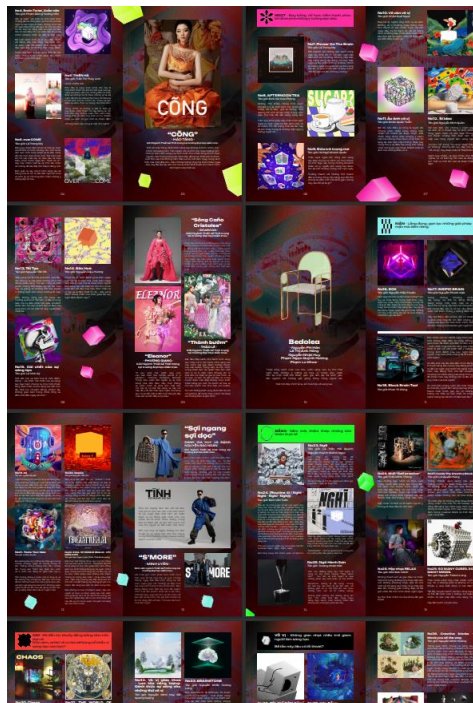


Figure 116: Brochure layout by The Unblockable Team, 2023

#### 7.2.4 Event other inventory

The event also involves other materials that need to be deployed and printed (Figure 117).

**Exhibition tickets:** Comprising two parts - the ticket stub and the ticket tail. At the ticket stub's top, there are two perforated lines for tearing. On the two small sections torn from the ticket, there will be space left blank for visitors to fill in the voting code for the artwork they wish to support for the TOP 5 (Figure 118). The ticket tail is retained to count the number of exhibition visitors. The retained ticket tails, placed outside the voting box, will help tally how many people participated in the voting action on the first day of the exhibition visit.

**Artwork labels:** The artwork labels adhere to the exhibition's display principles. Featuring a minimalist design with a white background and black text, the artwork label includes the title of the piece, the artist's name, and the presentation format of the artwork. Furthermore, the artwork titles are numbered according to the sequence in the brochure.

**Standee:** The standee is positioned at the entrance and exit of the exhibition to capture the visual attention of visitors. It incorporates a QR code for first-time exhibition attendees, allowing them to scan the code for check-in if they haven't yet completed the registration form.

**Stencil:** A spray-painting technique using a paper template laser-cut into shapes representing sensory icons and familiar phrases in the creative journey. These inspiring phrases are associated with the titles of the artworks displayed, adding an extra layer of inspiration to the artwork.



Figure 117: Other materials in exhibition by The Unblockable Team, 2023

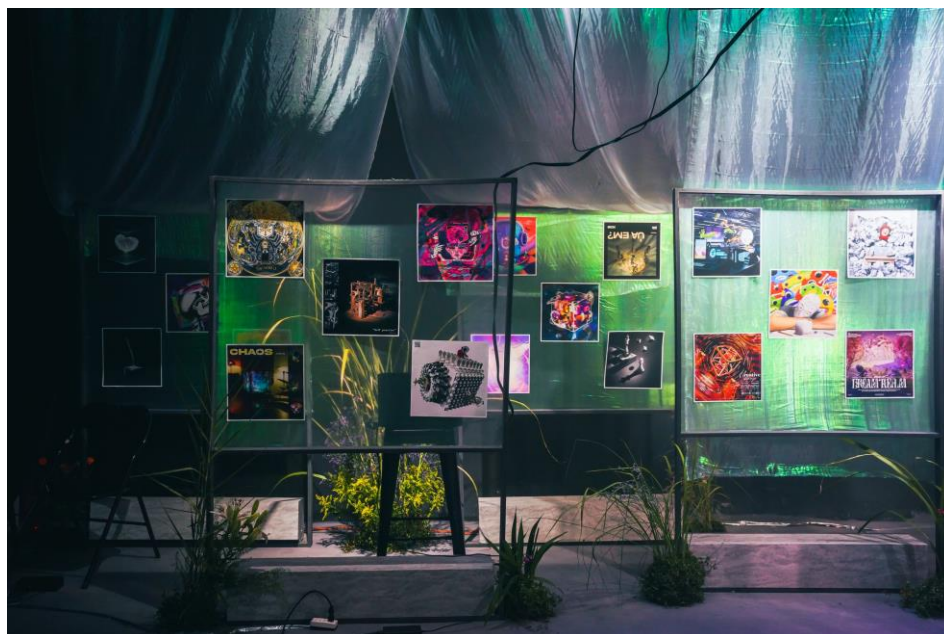


Figure 118: Voting area at the exhibition event by The Unblockable Team, 2023



Figure 119: Exhibition photo recap by The Unblockable Team, 2023

### 7.2.5 Landing page

In order to store the entries in digital format, the project's landing page was implemented (Figure 120). Landing page is built with 4 main content items: Homepage - Contest - Exhibition - About us. All contestants can revisiting their artworks, and review the project's journey. This landing page also serves as a gateway to the online exhibition, allowing the audience to follow the exhibition tour virtually when they haven't had the opportunity to visit the physical exhibition in person.

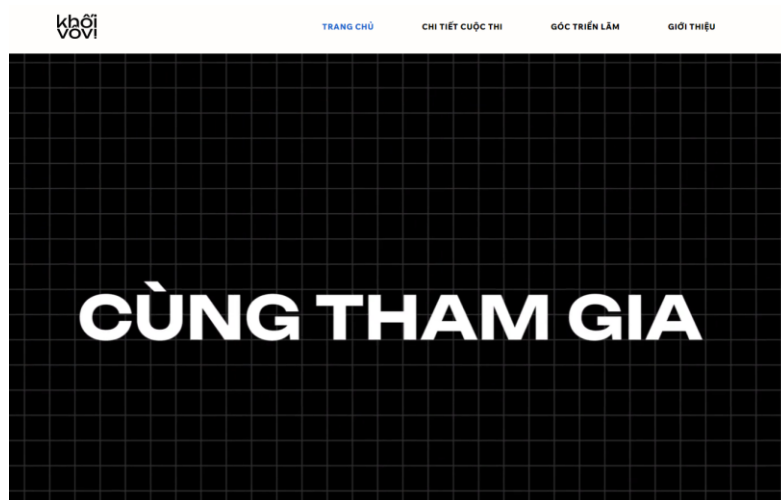


Figure 120: Landing page of the contest hosted by The Unblockable Team, 2023

### 7.2.6 Online exhibition

As a component of the landing page, the online exhibition is set up to welcome distant audiences who missed the recent physical exhibition to have a visit. The virtual exhibition is hosted on the Artsteps platform, incorporating sound and replicating the guided journey as outlined in the brochure. Instead of having a physical brochure in hand during an in-person exhibition visit, the artwork descriptions are integrated into the 3D space of Artsteps.

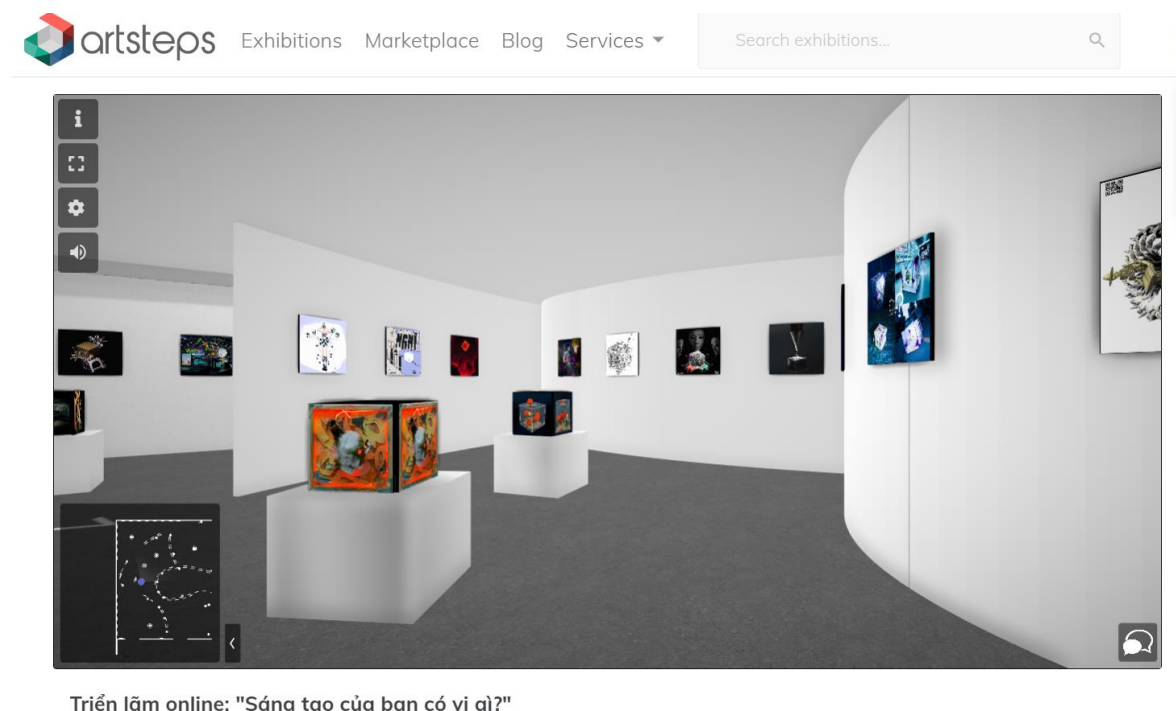


Figure 121: Online exhibition on Artsteps by The Unblockable Team, 2023

### 7.2.7 Event Gala

At the stage, the contestants were presented in turn in the order of their works arranged in the concept presented in the exhibition visiting brochure.

The opening is the contest of the artwork “ỦA EM BOX” in the concept of SOUR. Also in that position, “THIÊN HÀ” is the next work presented. Stepping to the SWEET position, the work of “BÍ IDEA” is the one to be named to compete. Next, the artwork “NGÃ” in the BITTER phase is a remarkable presentation. And finally, closing the contest was “THE WORLD OF CREATIVE BLOCK”, which was a unique presentation.



Figure 122: TOP 5 contestants competed at The Grand Finale Gala

## 7.2.8 Exhibition Event Actual Cost

Compared to the initial budget of 175,744,934 VND, the actual expenditure for the exhibition event after summarization was 120,857,000 VND. This demonstrates that during the event execution, the efforts of The Unblockable Team in monitoring and managing expenses were effective as we managed to cut down 54,887,934 VND from the original budget. For details, please refer to the Appendix.

Người lập bảng: Khánh Vương - Project Leader Ngày bắt đầu: 05/05/2023 Ngày kết thúc: 21/08/2023				BẢNG THỰC CHI “KHỎI VÔ VỊ” - EXHIBITION EVENT				
STT	Hạng mục	Số lượng			Đơn giá	Thành tiền	Tổng cộng	Ghi chú
		Người	Số lượng	Đơn vị tính				
A. Máy chiếu Project Mapping								
1	Máy 4000 ansilumen		2	Ngày	0 đ	0 đ	0 đ	Mượn
2	Máy 7000 ansilumen		2	Ngày	0 đ	0 đ	0 đ	Mượn
B. Thiết bị khác								
1	Âm thanh, ánh sáng		2	Ngày	3.350.000 đ	6.700.000 đ	6.700.000 đ	
2	Bộ đàm		2	Ngày	2.000.000 đ	4.000.000 đ	4.000.000 đ	
3	Tivi Check-in + Check-out		2	Ngày	500.000 đ	1.000.000 đ	1.000.000 đ	Mượn
4	Tivi khu vực sân khấu		4	Cái	500.000 đ	2.000.000 đ	2.000.000 đ	
5	Kệ đỡ Tivi Check-in + Check-out		2	Ngày	150.000 đ	300.000 đ	300.000 đ	
V. Catering								
1	Trưa ngày 21	10	1	Phần	30.000 đ	300.000 đ	300.000 đ	
2	Chiều ngày 21	10	1	Phần	30.000 đ	300.000 đ	300.000 đ	
3	Trưa ngày 22	25	1	Phần	25.000 đ	625.000 đ	625.000 đ	
4	Chiều ngày 22	20	1	Phần	25.000 đ	500.000 đ	500.000 đ	
5	Trưa ngày 23	20	1	Phần	30.000 đ	600.000 đ	600.000 đ	
6	Chiều ngày 23	20	1	Phần	25.000 đ	500.000 đ	500.000 đ	
VI. Vận chuyển								
1	Vận chuyển vật dụng sau sự kiện		1	Gói	1.000.000 đ	1.000.000 đ	1.000.000 đ	
VII. Chi phí khác								
1	Văn phòng phẩm		1	Bộ	0 đ	0 đ	0 đ	Chấn Hưng tài trợ
VIII. Tổng							120.857.000 đ	
X. TỔNG CHI PHÍ							120.857.000 đ	

Figure 123: Illustrative of Exhibition Event Actual Cost by The Unblockable Team, 2023

## CHAPTER VIII. EVALUATION

### 8.1 Production evaluation

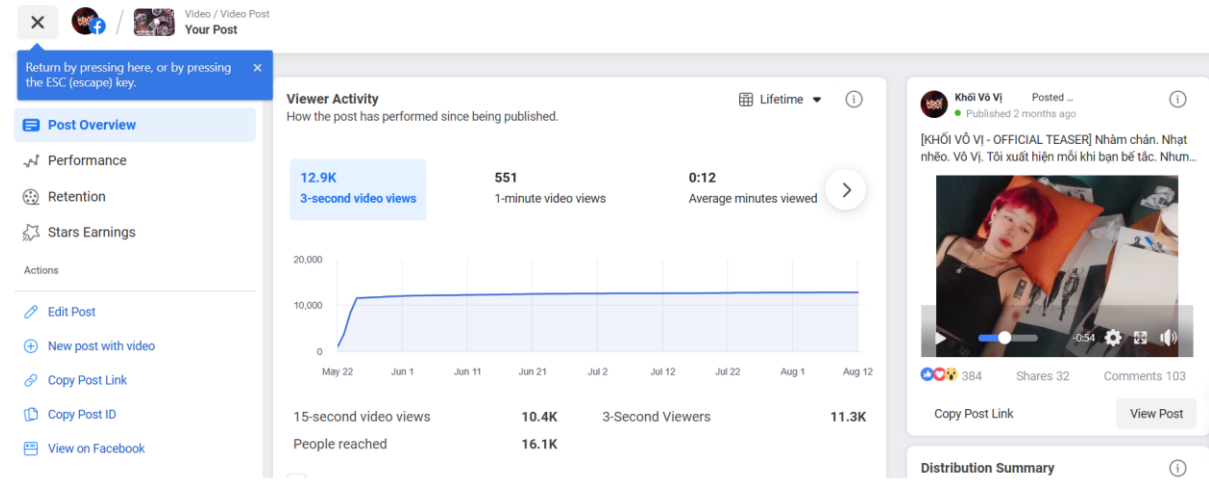


Figure 124: Promotional video viewer activity derived from Meta Business, The Unblockable Team, 2023

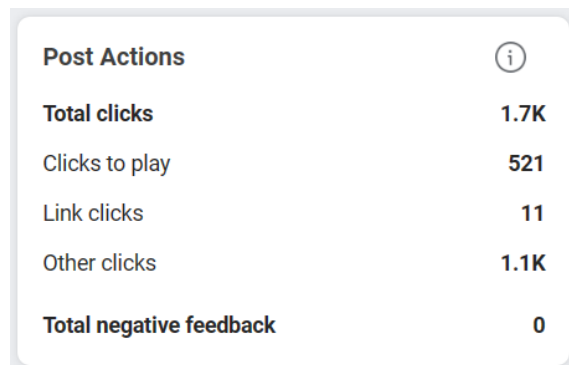


Figure 125: Promotional video actions activity derived from Meta Business, The Unblockable Team, 2023

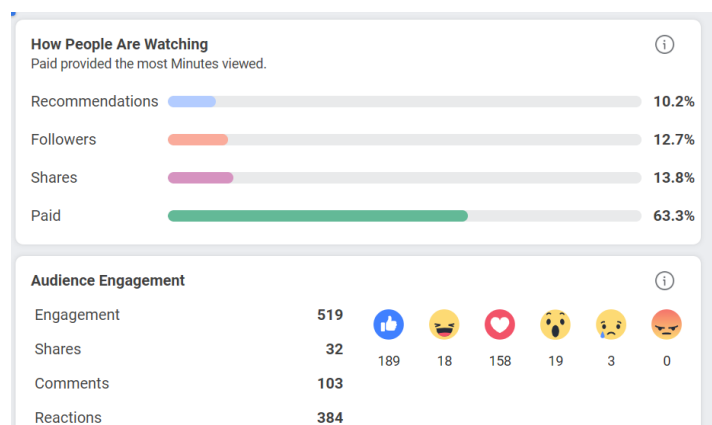


Figure 126: Promotional video engagement activity derived from Meta Business, The Unblockable Team, 2023

8.2 Event evaluation

8.2.1 Creative contest participation

Registration for the contest categorized by age groups

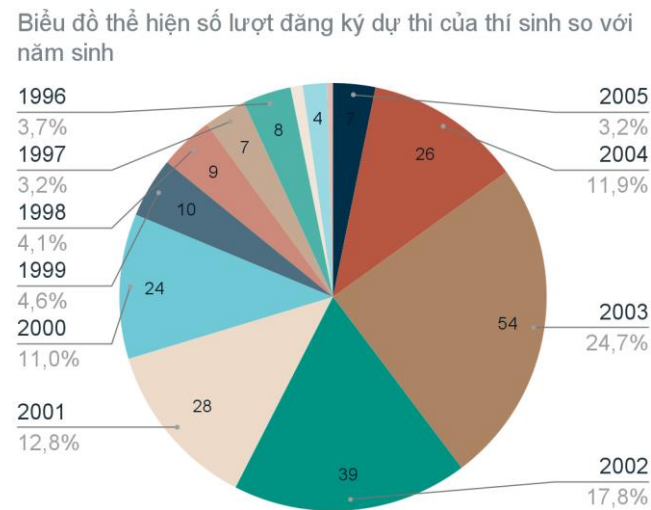


Figure 127: Total number of registrations divided by age groups by The Unblockable Team, 2023

Cho chúng mình xin họ và tên của bạn nhé?

222 câu trả lời

Ong Đức Huy
Lê Trần Hải Quỳnh
Trần Trí Minh
Phạm Minh Thắng
Trần Vệ Giang
Nguyễn Võ Thành Ngọc Châu
Nguyễn Trọng Kiệt
Lê Vinh Kỳ
Học Mai Phương

Figure 128: 222 respondents registered for Round 1 entries by The Unblockable Team, 2023

It can be said that the contest has attracted registrations not only from within the inner city of Ho Chi Minh City but also from the surrounding southern provinces, followed by other major cities such as Hanoi, Nha Trang, and Da Nang. Moreover, some registrations even come from international students currently residing and studying in Australia, with intentions to return and participate in the contest in Ho Chi Minh City during the offline event

Upon closer examination, the majority of registrations are from university and college students majoring in creative and artistic fields, such as Van Lang University, Architecture University, Arena Multimedia, Dpi Center, Color ME, DAS Anthropology, Ton Duc Thang University, Fine Arts University, and FPT University. Furthermore, there are registrations from working professionals in the creative industry, typically from creative agencies like Hakuhodo, Gudlag, Fanscom, Trệt concept, etc (Figure 129).

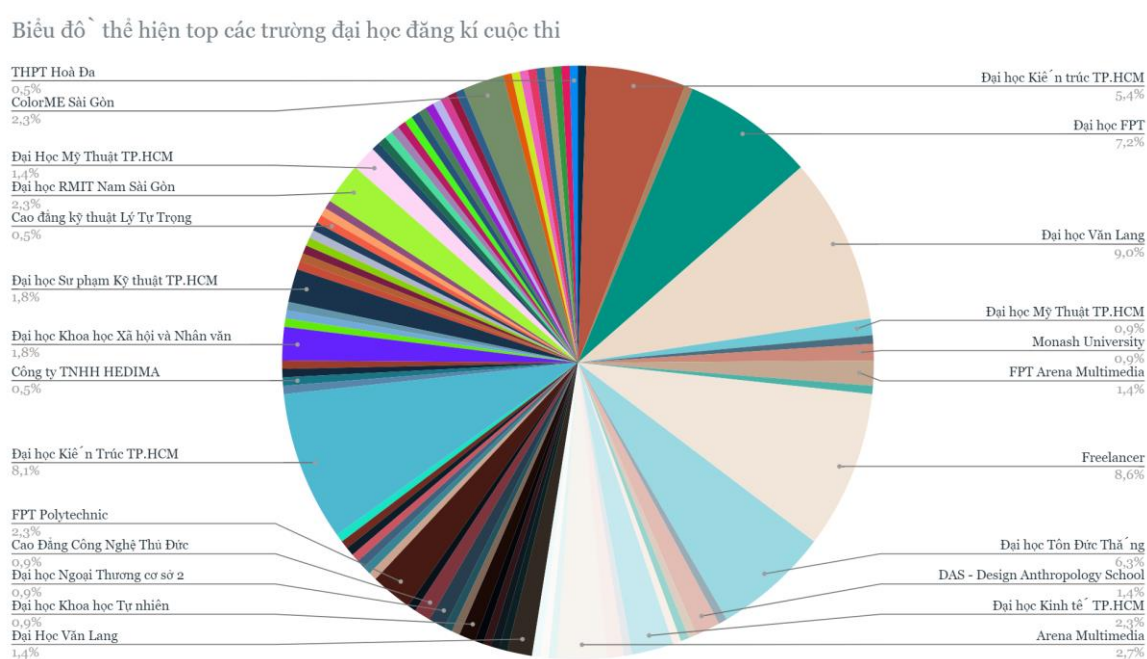


Figure 129: Number of registrations for the contest based on organization by The Unblockable Team, 2023

A1	B	C	D	E	F	G	H	I	J	K
1	Dấu thời gian	Cho chúng mình xin họ và tên của bạn nhé?	Bạn cho chúng mình xin số điện thoại của bạn nhé?	Bạn điền email của bạn tại đây nhé	Và cả ngày tháng năm sinh của bạn?	Giới tính của bạn trên CCCD/GPCLX là?	Bạn cho chúng mình xin số CCCD/GPCLX của bạn tại đây nhé	Tổ chức/Trường Đại học nơi bạn đang học tập và làm việc là?	Bạn cho chúng mình xin Facebook hoặc Instagram của bạn	Bạn dự định sẽ đăng tải bài thi trên nền tảng?
189	21/06/2023 18:41:32	Huỳnh Nguyễn Tuấn Bảo	0967334505	kanekiller.tuan@gmail.com	03/11/1996	Nam	949096008420	Từ do	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
289	21/06/2023 21:59:16	Hà Phương Vân	0862884582	haphuongvan123@gmail.com	04/10/2007	NĐ	925307014158	THPT Kỹ Thuật Việt Trì	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
281	21/06/2023 22:44:47	Nguyễn Tuấn Anh	0945440631	icreatorvn@gmail.com	05/06/1996	Nam	931096012388		<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Instagram
282	21/06/2023 23:53:04	Phạm Thiệu Phú	0833076723	thienateen@gmail.com	25/06/1994	Nam	982904817316	Muana Muana Fashion Concept	<a href="https://www.facebook.com/thienateen">https://www.facebook.com/thienateen</a>	Facebook, Instagram
283	22/06/2023 13:37:15	Nguyễn Mộng Cẩm	0932086102	mongcand411@gmail.com	04/11/1998	NĐ	979198021887	ColorME Sài Gòn	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
284	22/06/2023 0:52:52	Ông Đức Huy	0931470825	duchuy4972@gmail.com	16/12/2001	Nam	97921003463	Color Me	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Instagram
285	22/06/2023 15:47:42	Nguyễn Minh Trung	0355501449	nttrung165@gmail.com	19/12/2000	Nam	980200011131	ColorME	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook, Instagram
286	22/06/2023 16:01:37	Nguyễn Minh Hoàng	0373263830	jampt712@gmail.com	03/07/2003	Nam	750210912077	Đại học Tôn Đức Thắng	<a href="https://www.facebook.com/jam73">facebook.com/jam73</a>	Facebook
287	22/06/2023 16:08:36	Nguyễn Vũ Hải Quân	0896810588	navi.nguyen258@gmail.com	04/02/1998	Nam	901938841726	Đã đầy Collection	<a href="https://www.instagram.com/ty">https://www.instagram.com/ty</a>	Instagram
288	22/06/2023 22:35:05	Phạm Minh Thắng	0383326377	pmthang10@gmail.com	30/06/2003	Nam	96420305010	Đại học UEH	<a href="https://www.instagram.com/ty">https://www.instagram.com/ty</a>	Instagram
289	22/06/2023 23:43:15	Nguyễn Thị Thanh Mai	0935023115	maltheofy@gmail.com	21/07/1999	NĐ	901199030113	KAZE Studio	<a href="https://www.instagram.com/ty">https://www.instagram.com/ty</a>	Instagram
290	23/06/2023 21:57:37	Vương Thị Thu Phương	0706174190	vuongthuphuong1510@gmail.com	15/10/1999	NĐ	979199014789	Đại học Văn Hiến	<a href="https://www.instagram.com/ty">https://www.instagram.com/ty</a>	Facebook, Instagram
291	23/06/2023 23:13:48	Phan Đình Duy	0963795010	vatthi.phan@gmail.com	11/12/1987	Nam	201744781	Vinhua Vie	<a href="https://www.instagram.com/ty">https://www.instagram.com/ty</a>	Instagram
292	24/06/2023 2:15:00	Từ Gia Hy	0793999951	hygiata@gmail.com	30/08/2000	NĐ	979300002354	Đại học Văn Lang	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Instagram
293	24/06/2023 16:56:29	Nguyễn Minh Long	0332179999	nguyenvinhlong133000@gmail.com	13/03/2000	Nam	901200000009	QUIT	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
294	25/06/2023 16:04:34	Lê Thái Trọng	0850651154	vinhky2505@gmail.com	26/05/2005	Nam	96020009475	THPT Hoà Đa	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
295	25/06/2023 17:12:33	Lê Vinh Kỳ	0774023200	vinhky2912@gmail.com	21/04/2000	NĐ	979300024583	Arena Multimedia	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
296	25/06/2023 19:22:06	Nguyễn Thị Thu Thương	0974709525	nthuuthuongtp@gmail.com	20/11/2002	NĐ	952303008920	Đại học sư phạm kỹ thuật HCM	<a href="https://www.instagram.com/ty">https://www.instagram.com/ty</a>	Instagram
297	25/06/2023 21:01:45	Lê Vinh Kỳ	0774023200	vinhky2912@gmail.com	21/04/2000	NĐ	979300024583	Arena Multimedia	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
298	25/06/2023 21:04:35	Nguyễn Hoàng Bảo Ngọc	0827793757	21540301105@quah.edu.vn	05/07/2003	NĐ	979303009041	Đại học Kiến trúc TP.HCM	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
299	25/06/2023 21:08:52	Nguyễn Huỳnh Công Thành	085311304	congthanhcreative@gmail.com	26/02/2001	Nam	980201008221	Đại học FPT	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook, Instagram
300	25/06/2023 22:43:25	Phan Sĩ Hoàng	0853646399	hoangphan4256@gmail.com	31/05/2002	Nam	952202008905	Đại học FPT	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
301	25/06/2023 22:46:24	Hà Ngọc Khánh Quân	0948729838	hngkhanhquan@gmail.com	03/12/2000	NĐ	975300013081	Đại học FPT	<a href="https://www.facebook.com/ty">https://www.facebook.com/ty</a>	Facebook
302	25/06/2023 23:55:02	Lê Thị Kiều Trang	0967787222	kieutrang10@gmail.com	05/10/1996	NĐ	948196002324	Làm việc tự do	<a href="https://www.instagram.com/kykiet">https://www.instagram.com/kykiet</a>	Instagram

Figure 130: The responses from the registration form for the 221 entries were collected through a Google Form

After the registration phase, Online creative contest Khối Vô Vị opened the submission portal for approximately 4 weeks to receive entries and review them against the specified criteria outlined in the previously announced contest guidelines. In the end, out of 130 participants who initiated the registration process, over 112 submitted their artworks for the contest, and among these, 108 entries were deemed valid (Figure 131).

A1	B	C	D	E	F	G	H	I	J	K
1	TRAC-KING TÍNH HÌNH THI SINH NÓP BÀI THI									
2	Available from: 15/6/2023 - End date: 25/6/2023									
3	STT	Họ và tên	Email	Tên bài dự thi	Hình thức	Link tác phẩm	Link bài đăng	Status	Mail xác nhận	Supporter phụ trách
99	93	Trần Nhật Phú	tranphucdesign@gmail.com	Vườn Ngục	Digital Art	<a href="#">png</a>	<a href="#">Insta</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
100	94	Trần Quốc Khánh	tran.quoc.khanh.9277@gmail.com	Mắt nhìn zô zô	Digital Art	<a href="#">Png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
101	95	Trần Thị Ngọc Anh	ngacan040803@gmail.com	Roi	Digital Art	<a href="#">png</a>	<a href="#">Insta</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
102	96	Trần Thị Thủy Linh	tranthuylinh.t29@gmail.com	THIÊN HÀ (Nhiều hình)	Sắp đặt chất liệu	<a href="#">jpg</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
103	97	Trần Thị Minh, Trần Phạm Phúc Vinh	21511001268@quah.edu.vn	Mưa	Digital Art	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
104	98	Trần Việt Hưng	meacorn12@gmail.com	Đi.Sai.Nhờ (Nhiều hình)	Digital Art	<a href="#">Pdf</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
105	99	Trịnh Quốc Thái, Trần Lê Khánh	trinhquocthai1302@gmail.com	LUC TİM TÜ VUN VAI	Sắp đặt chất liệu	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
106	100	Trương Lê Vĩnh Phúc	truonglevinhphuc2006@gmail.com	Make no mistake: It's really not so great	Digital Art	<a href="#">png</a>	<a href="#">Insta</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
107	101	Trương Nhật Hào	truongnhathao100319@gmail.com	Ngũ Hành Sơn	Digital Art	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
108	102	Trương Nhật Hào	truongnhathao100319@gmail.com	Dấu vết cuối cùng	Digital Art	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
109	103	Trương Nhật Hào	truongnhathao100319@gmail.com	Khởi Đường Giấc Mơ	Digital Art	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
110	104	Trương Nhật Hào	truongnhathao100319@gmail.com	Mặt cảm hứng thi	Digital Art	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
111	105	Từ Gia Hy	hygiata@gmail.com	Cứ để nó vô vụn	Tranh vẽ + Digital	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
112	106	Vũ Thị Ái	vothiai2003@gmail.com	Nhân Tạo Khối (Nhiều hình but đã chọn 1 hình đăng)	Nhiếp ảnh	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
113	107	Vũ Thị Kha Lê	khaln481@gmail.com	Chỉnh	Digital Art	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
114	108	Vũ Thành Công	tailyenvu124@gmail.com	NO SIGNAL	Digital Art	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
115	109	Vũ Trọng Nhân	vutrongnhan.work@gmail.com	Cách vẽ Vô Vị	Tranh sơn dầu vẽ	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
116	110	Vương Thị Thu Phương	vuongthuphuong1510@gmail.com	Poster thiết kế về vô vị	Poster design	<a href="#">png</a>	<a href="#">Facebook</a>	Không hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
117	111	Nguyễn Huy Trường	huytruong17922@gmail.com	Cái bàn đầu	Digital Art	<a href="#">jpg</a>	<a href="#">Insta</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
118	112	Đỗ Hồng Đức	dichongdo11@gmail.com	FACE IT	Digital Art	<a href="#">png</a>	<a href="#">Insta</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
119	113	Phạm Thiệu Phú	thienateen@gmail.com	THE WORLD OF CREATIVE BLOCK	Digital Art	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
120	114	Phạm Thị Thảo Trang và Mạc Quế Anh	21540301156@quah.edu.vn	Lung chừng cảm hứng	Art Photography	<a href="#">png</a>	<a href="#">Facebook</a>	Hop là	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Figure 131: Illustrative of Tracking table for the submitted artworks by The Unblockable Team, 2023

As previously stated in the contest guidelines, one of the significant steps to generate effective communication for the campaign is the participant's individual post on their personal Facebook or Instagram account. To ensure a valid entry, each contestant, upon completing their artwork, is required to share their piece on their respective social media accounts. This post should include a caption of up to 150 characters describing the significance of their artwork in line with the contest theme, accompanied by the designated contest hashtag to facilitate the evaluation process by the contest organizers.

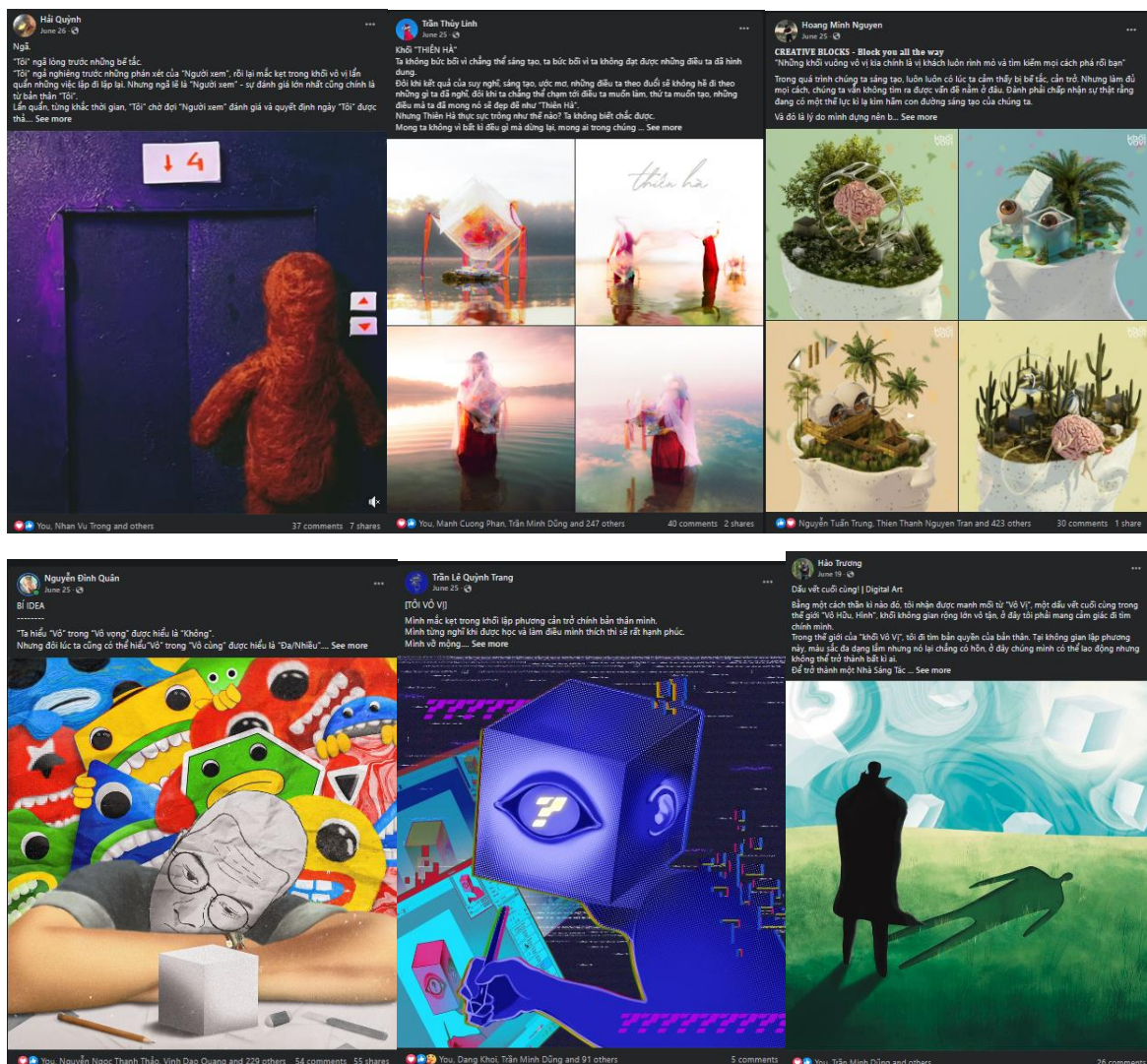


Figure 132: Artworks for online contest entries posted on contestants' personal social accounts.

On June 28th, after synthesizing the submitted artworks, the Organizing Committee curated the pieces into a series of 10 posts and published them at 9:00 AM on the

same day for the purpose of conducting online voting. This voting process continued until 11:59 PM on July 1st, receiving enthusiastic engagement from the contest's followers and significantly enhancing the contestants' chances of advancing to the next round.



Figure 133: All artworks attend in the voting phase.

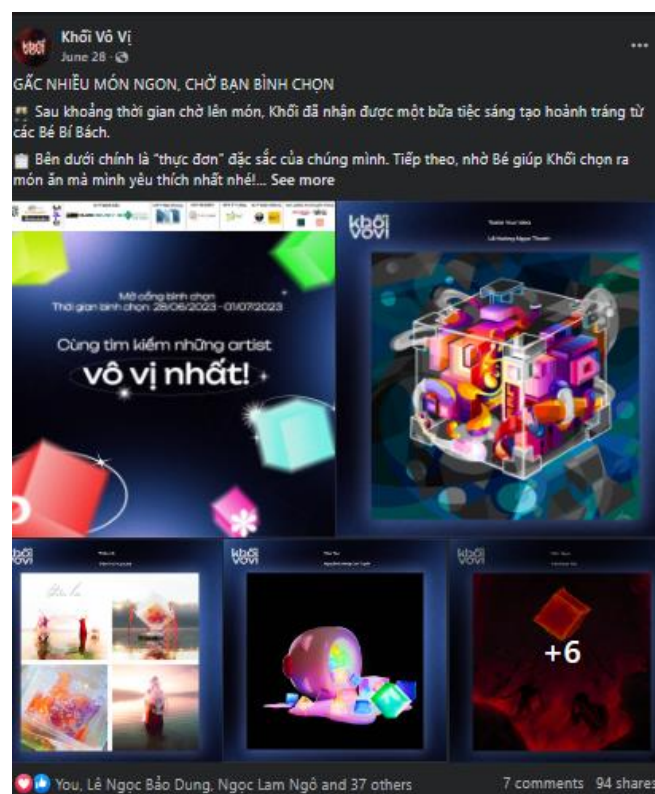


Figure 134: Online voting feature post, aired on Facebook

Contestants' interaction points are recorded by the software system and run the results in real time, in the same designated moment.

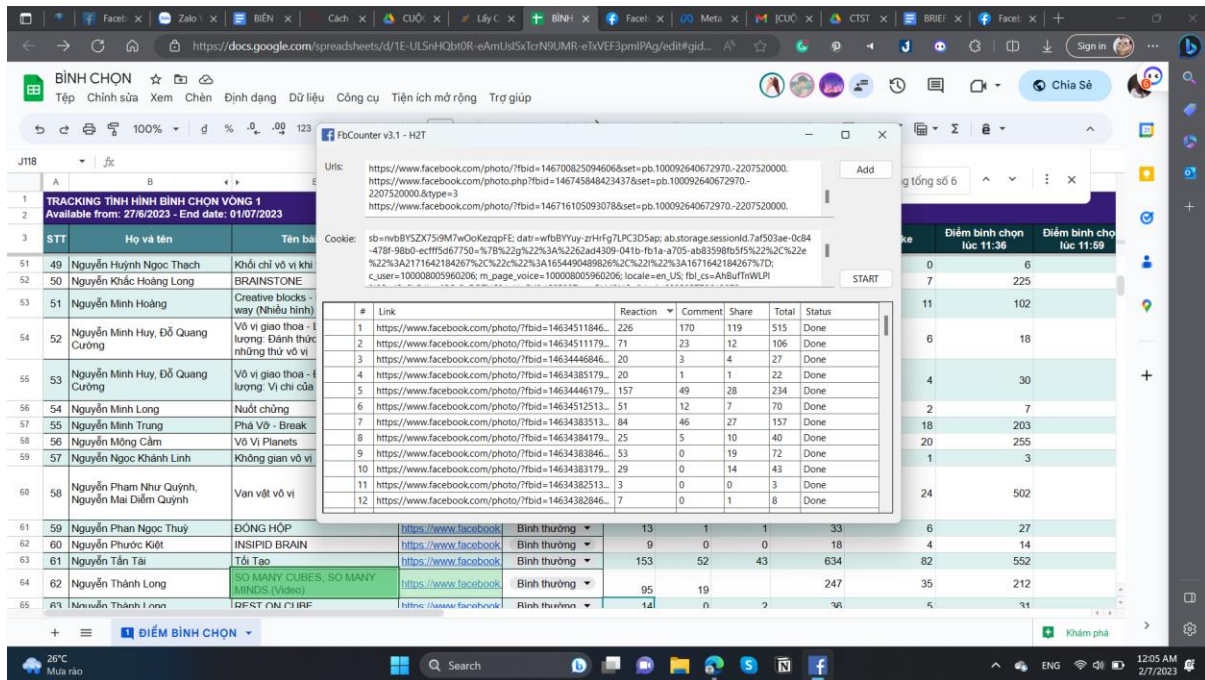


Figure 135: Interactive counting software comes with a sheet to track the voting results to accurately record the interactive results of the contest entries.

## 8.2.2 The Jury Board post-contest sharings

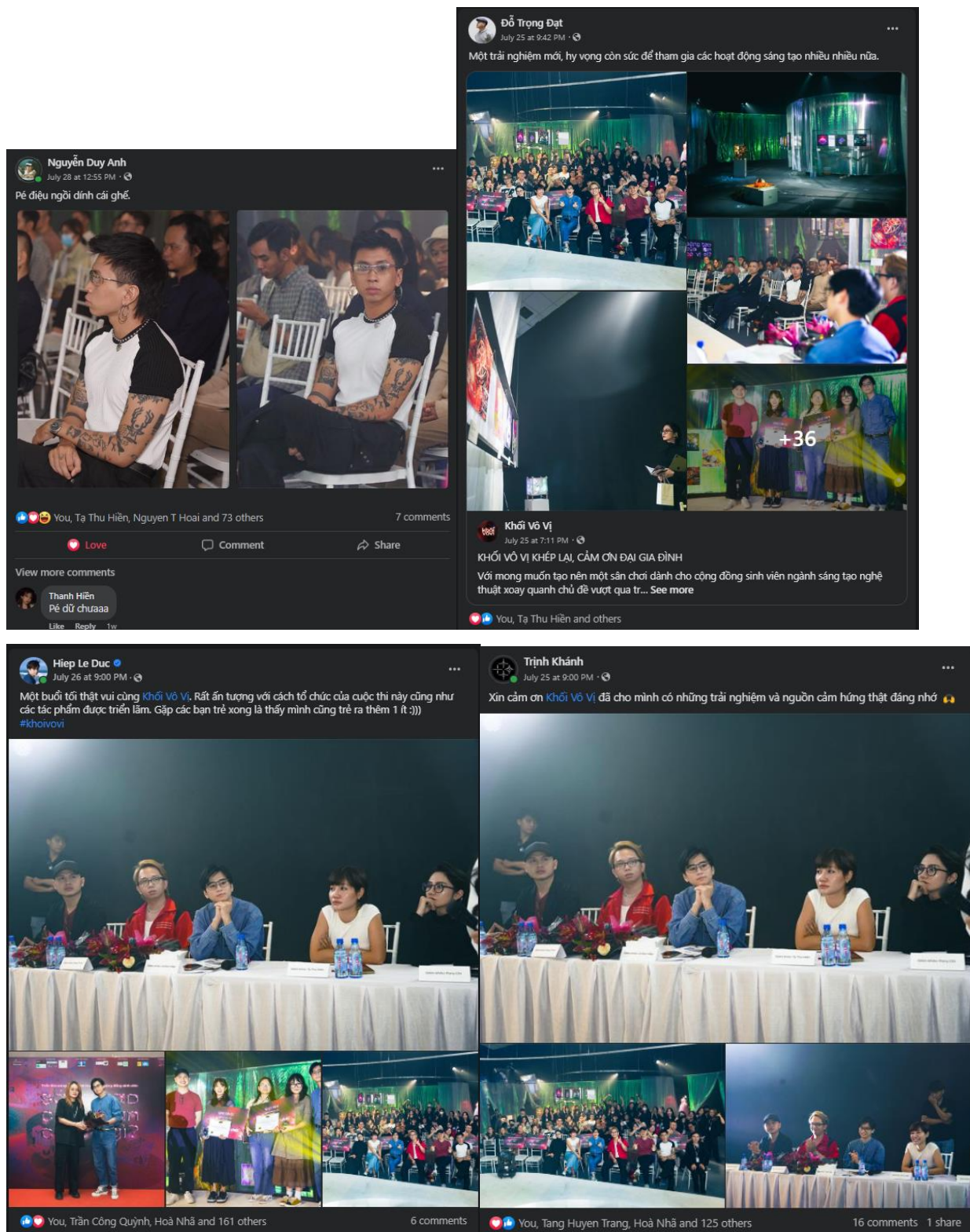


Figure 136: Post-event sharing from the judges on social media

## 8.2.3 Event feedbacks

### 8.2.3.1 Event form feedbacks

To ensure the event achieves its goals, evaluating the effectiveness of the event is an essential part of learning from and improving in the future. For this purpose, we measured the event's effectiveness through the use of a physical evaluation form. The questions in the form are designed to cover important aspects, from capturing the key message, the feel of the space, the organizational process, to their overall experience at the event.

The feedback from attendees indicates that the message the event aimed to convey was indeed a very fresh and novel one for them. The rate of agreement, or even strong agreement, on the novelty of the main message surpasses 90% (Figure 137), demonstrating our success in generating excitement and enthusiasm among participants, laying the groundwork for potential special connections and lasting impressions for the future.

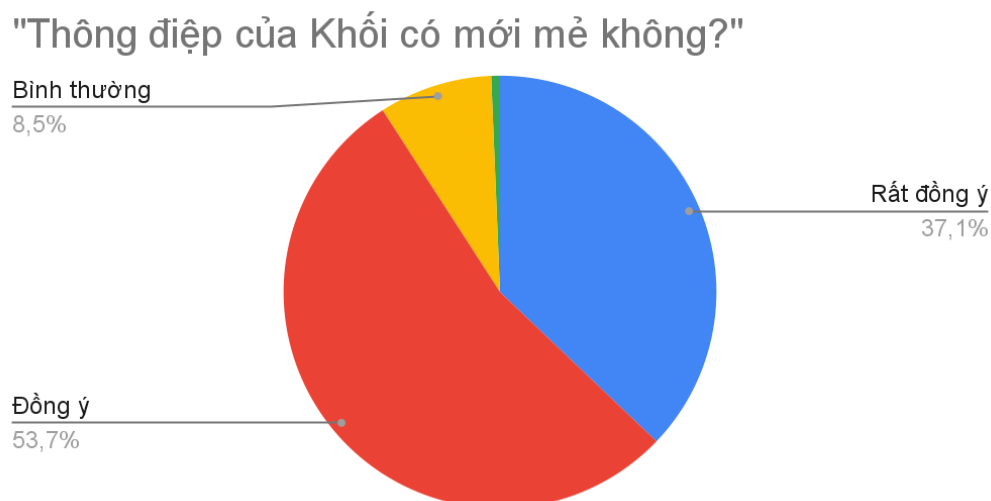


Figure 137: Respondents' answers about the message of the event, by The Unblockable Team, 2023.

The percentage of individuals satisfied and highly satisfied with the exhibition space is 85.7% (Figure 138) This clearly indicates that the level of contentment with the exhibition space received high praise from the visitors. This underscores the fact that we have successfully created an environment conducive to appreciating the entries

from contestants and experiencing the exhibition. It shows that we've managed to provide an appropriate setting for attendees to engage with and enjoy the exhibit, further enhancing their overall experience.

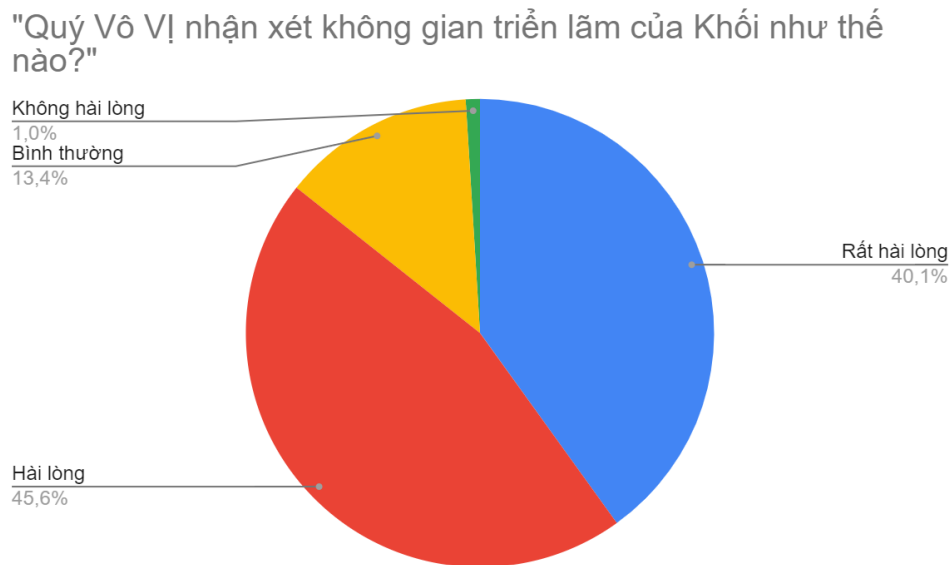


Figure 138: Respondents' answers about the satisfaction with the event venue, by The Unblockable Team, 2023.

When asked about their satisfaction with the exhibition process, only 1.4% felt dissatisfied (Figure 139). Although this is a relatively small figure, it contains valuable insights for us to improve and grow. By paying attention to these opinions, we have an opportunity to better understand the aspects that need enhancement in the exhibition process, aiming to enhance the satisfaction of participants in the future.

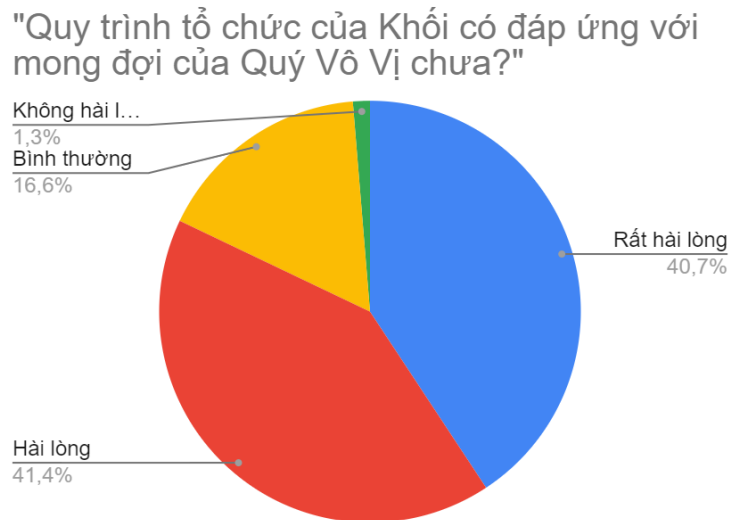


Figure 139: Respondents' answers about the satisfaction with the execution process, by The Unblockable Team, 2023.

When we asked about the experience of visitors after the diverse changes in the exhibition, an impressive figure is that 85.7% of the attendees expressed satisfaction with the exhibition journey (Figure 140) This positive response serves as evidence for the achievements of the efforts to create an engaging and diverse exhibition space.

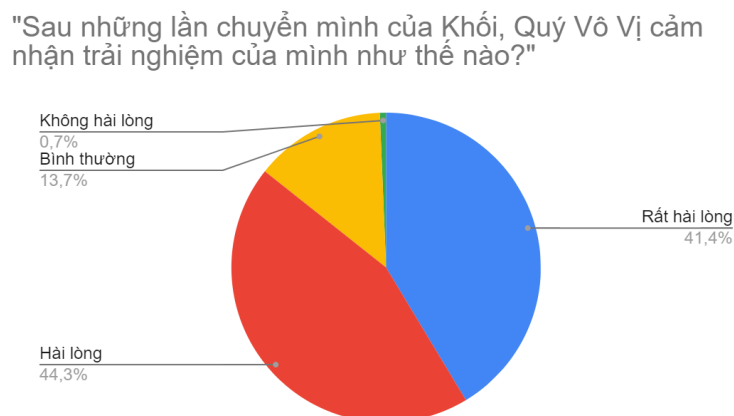


Figure 140: Respondents' answers about the satisfaction with the transformation of the exhibition, by The Unblockable Team, 2023.

### 8.2.3.2 The Jury sharings

Judge Nguyễn Duy Anh, also known as Chú Môi, expressed his fascination with the innovative and intriguing theme, emphasizing the unique approach taken by the

participants. His curiosity was piqued, eager to see how each artwork would convey the concept. He also found the experience of being a judge in this contest to be a special honor, marking his inaugural venture into such a role.

Furthermore, he acknowledged the diverse "flavors" of creative blocks depicted by each contestant, commending the investment in both visual appeal and content. Witnessing the transition from viewing artworks online to experiencing them in person at the Gala finale heightened his appreciation, enabling him to engage more deeply with the visual and sensory elements. He playfully noted that despite the "blank taste," the artworks were surprisingly "flavorful," especially considering the inaugural nature of this innovative exhibition.

Judge Tạ Thu Hiền shared her joy in directly participating as a judge, relishing the opportunity to witness the fervor and dedication with which the contestants presented their artworks. This hands-on experience allowed her to truly feel the passion and devotion imbued in each piece.

Together, both judges provided a comprehensive evaluation of the contest, praising the inventive theme and the contestants' artistic endeavors, and highlighting the unique aspects that made the event stand out. Their observations shed light on the success of the exhibition and its ability to engage both participants and judges alike, creating a harmonious blend of creativity and appreciation.

#### **8.2.3.3 Contestant sharings**

In our conversation, Nguyễn Đình Quân - The 2nd runner-up shared his unique perspective and experiences with the Khối Vô Vị creative contest. He learned about the contest through a promotional post on RGB's fanpage, which instantly sparked his curiosity and led him to participate.

During the exhibition, Quân was captivated by the curated journey that attendees embarked upon. Instead of free exploration, the layout guided visitors through the space, ensuring each artwork received the attention it deserved. This deliberate arrangement left a lasting impression on him.

As for the diverse viewpoints on creative block expressed by fellow contestants, Quân found this entirely expected. He appreciated the platform's encouragement for participants to express their distinct perspectives, which added depth and richness to the contest.

While there was a slight delay in the Gala event, Quân's focus shifted to the ultimate experience and outcome. He found the intimate and focused atmosphere of the Gala to be a significant positive. This setting allowed him to fully immerse himself in the essence of the event.

The Khối Vô Vị project had a meaningful impact on Quân. It served as a catalyst for young creatives, providing them a unique platform to showcase their talents and personal narratives. For Quân, the project reignited his creative journey, challenging him to interpret the enigmatic concept of Khối Vô Vị in unconventional ways.

In essence, Quân's engagement with the Khối Vô Vị creative contest encompassed a range of experiences. From the intriguing exhibition arrangement to the project's motivational influence on his creativity, the contest not only celebrated artistic expression but also inspired Quân and others to push the boundaries of their creative thinking.

#### **8.2.3.4 Visitor sharings**

In an exclusive interview with Tuan Tran, an enthusiastic attendee of the Khối Vô Vị exhibition, we unravel his unique perspective and impressions of the event. Tuan was introduced to the event through a friend who participated in the contest organized by Khối Vô Vị.

Upon visiting the exhibition, Tuan was pleasantly surprised by the experience that exceeded his initial expectations. While he initially knew about the contest being for students, the exhibition showcased meticulous curation, innovative spatial mapping, and a thoughtfully selected concept. The efforts put into the display and the concept resonated with Tuan, emphasizing the organizers' commitment to presenting the submissions in a compelling and coherent manner. He also appreciated the proactive and enthusiastic guidance provided by the coordinators throughout the event.

The transformation of the exhibition space into the Gala venue particularly caught Tuan's attention. He found this creative transition to be refreshing and captivating for attendees, providing a new and distinct ambiance. The Gala finale further enriched Tuan's understanding of each artwork through the contestants' presentations and the thought-provoking questions posed by the judging panel.

Tuan emphasized the diversity of perspectives exhibited by the contestants, each showcasing a deeply personal approach. The range of artistic mediums chosen, including fashion, visual videos, sculptures, and more, reflected the positive and creative spirit of the competition.

In Tuan's view, the Khối Vô Vị exhibition had exceeded his expectations, offering an immersive and inspiring experience. He believes that the project holds significant potential for further development, suggesting the possibility of annual contests and additional events throughout the year. Tuan's insights underscore the impact of the exhibition and its potential to evolve into a dynamic and continuous platform for creativity.

Tuan Tran's interview reveals a tapestry of unexpected and enriching experiences. The event's meticulous organization, diverse perspectives, and innovative design captured Tuan's imagination, leaving him with a desire to see the project flourish in the future. As we draw from Tuan's perspective and the collective feedback, it is evident that the Khối Vô Vị project has unlocked new dimensions of creativity, presenting a promising path for growth and expansion through ongoing contests and events.

In conclusion, the combined thoughts of judges, contestants and visitors highlight how the Khối Vô Vị creative contest and exhibition hit the mark in celebrating different perspectives, pushing the boundaries of creativity, and giving people a way to express themselves. The mix of ideas and personal stories weaved together paints a vibrant picture of the event's lively atmosphere and purpose.

Please refer to the Appendix for full transcripts of the interviews.

### 8.2.4 Earned media post-event

In the days when the project promotes communication for the event, there are many viewers who are interested in the project sharing on their personal social networking accounts. Including the judges sharing their excitement about their judging experience, the exhibition visitors sharing their impressions of the event, and the contestants sharing their achievements in the final round.

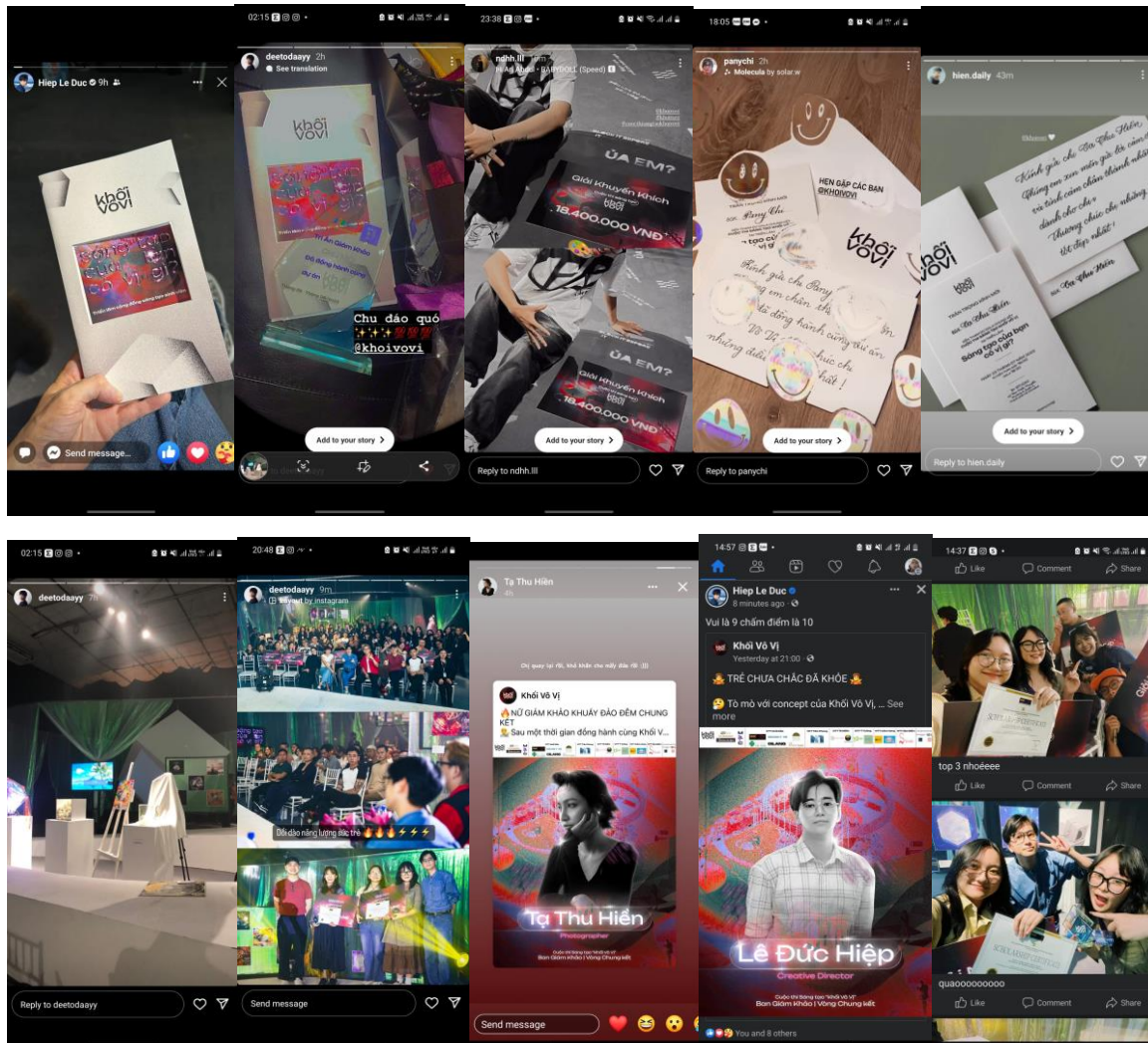


Figure 141: Earned media from the judges and contestants.

### 8.3 Campaign evaluation

The evaluation of the 8.1 Production evaluation and 8.2 Event evaluation provides a comprehensive overview of the Khởi Vô Vị project's achievements, impact, and the engagement it garnered among participants, judges, and the audience. The campaign successfully harnessed various elements, from online activities to an offline event, to

promote creativity, explore the theme of creative blocks, and provide a platform for artistic expression. Here, we delve into the key findings and takeaways from the campaign evaluation.

The promotional video viewer activity, as depicted in Figures 124, 125, and 126, showcased a significant 107,3% of reach goal and 104% of view goal. The promotional video resonated with the audience, generating interest and drawing viewers into the campaign's narrative.

The creative contest attracted a diverse and widespread audience, including participants from not only Ho Chi Minh City but also from surrounding provinces and international students. This broad reach highlighted the campaign's appeal and the resonance of its theme across different demographics.

The Creative Contest surpassed expectations with an impressive 221 registrations and 112 valid artworks, far exceeding the initial targets of 100 registrations and 40 submissions. This remarkable accomplishment translates to exceeding the KPI by 121% for registrations and 180% for valid artworks. This overwhelming response underscores the campaign's widespread appeal and successful engagement across different demographics, solidifying its status as a resounding success.

Event feedback forms reveals valuable insights while also highlighting specific limitations that warrant attention. Some questions on the forms may not have delved deeply enough, potentially leading to missed opportunities for in-depth attendee insights. Notably, concerns about inconveniencing guests during check-out might have hindered comprehensive feedback collection. This underscores the need to craft questions that encourage open sharing without disrupting the check-out process. Additionally, the data emphasizes the importance of refining event coordination and management for a more competitive edge. Optimizing seating arrangements for waiting attendees is also vital, ensuring comfort and satisfaction.

The insights shared by the jury board members added depth to the event evaluation. Their positive feedback on the theme, creativity, and diversity of entries highlighted the success of the campaign in engaging both participants and judges. Contestants'

sharings, exemplified by Nguyễn Đình Quân's experience, showcased the contest's meaningful impact on individual creativity and self-expression.

The earned media coverage and shared experiences further emphasized the positive outcomes of the campaign. Judges, exhibition visitors, and contestants actively engaged in sharing their impressions, achievements, and insights, amplifying the campaign's reach and impact.

#### **8. 4 Future plan**

While short-term endeavors might not yield instant outcomes, our future plan involves directing our energy towards individual industries. This may include hosting talk shows, facilitating experience sharing, and nurturing discussions, all aimed at constructing a more influential and efficient platform for advancement and progress. To explore specific categories within the creative field more extensively, we plan to deeply examine the unique challenges they face. We aim to create opportunities for emerging artists in these industries to share their stories through interactive platforms like talk shows and showcases. This future direction reflects our dedication to nurturing a vibrant and empowering environment where creativity can thrive and grow.

### **CHAPTER IX. CONCLUSION**

#### **9.1 Conclusion**

In conclusion, the Khối Vô Vị project has made notable strides in supporting budding artists' creativity. It has taken on the complex issue of creative blocks with dedication, offering practical insights and steady assistance to emerging talents. Through thoughtful initiatives and unwavering commitment, the project has fostered an environment where creativity can flourish.

By delving deep into the challenges that stifle artistic expression, the Khối Vô Vị project has uncovered valuable knowledge, unraveling the complexities of the creative process. Its direct approach to addressing these hurdles has not only helped beginners but has also sparked resilience and perseverance within the broader artistic community.

## 9.2 Limitations

While the Khối Vô Vị project has undoubtedly achieved its goal of inspiring and nurturing novice creatives, there are certain limitations that merit consideration. The project's focus on creative blocks, while insightful, may have potential to explore other facets of the creative process in future iterations. Expanding and digging deeper, the project's scope to encompass a broader spectrum of challenges and solutions could further enhance its impact and cater to a wider range of creative aspirations. By doing that, it might be able to help with other challenges that novice creatives face and give even more helpful advice. This way, the project could reach and inspire more types of creative people who have different goals and needs.

It's worth noting that the project's evaluation through the overall feedback form indicates room for improvement in its operational aspects. While the project has achieved a significant milestone in nurturing creativity, this feedback signals an opportunity for enhancement.

In essence, the Khối Vô Vị project has marked a significant milestone in the realm of nurturing creativity. By acknowledging its limitations and seeking avenues for growth, the project has the potential to evolve and continue inspiring aspiring creatives to overcome challenges and embark on transformative artistic journeys.

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## **APPENDIX**

To access the Contest terms and rules: please refer to this [link](#).

To access the detail Gala script: please refer to this [link](#).

To access the detail Gala voice-over script and flow: please refer to this [link](#)

To access to the full transcript of the post-event interview: please refer to this [link](#)

To access the full transcript of the Focus group discussion: please refer to this [link](#)

*To further access all the mentioned document, please refer to this [link](#)*